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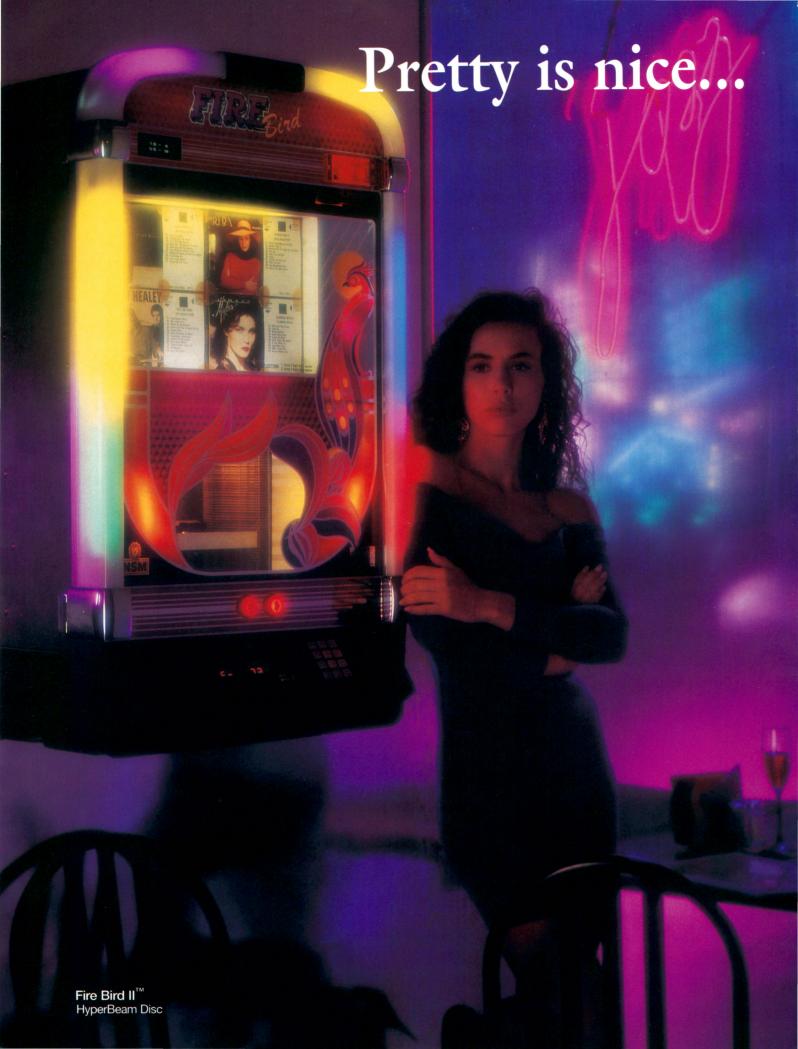
Our complete line includes large and small snack units, plus cold can, hot drink and a combination cold food/snack model. GLASCO can be your single source for servicing all your customers' vending needs.

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But what's inside is a lot more important.

 ${f E}_{ ext{specially when it comes to jukeboxes.}}$

That's the reason you have to "lift the hood" of an NSM jukebox to know how really pretty it is.

Go straight to the "heart": the Changer.

First thing you'll see when you look inside an NSM jukebox is its 100-CD "Quick Change Artist" Changer.



It's so fast, it all but eliminates the delay time between selections. Which means you can conservatively figure a 5% overall increase in collections over operating our biggest competitor's jukebox...simply because more paid-for plays get compressed into less time.

Yet, ultra fast as our changer is, it never so much as touches your expensive CD's. Just the trays they're cradled in. So there's never any CD damage. Not even any wear.

Next, take a look at our new CD jacket title display mechanism. But you better look quick.

Because it's ultra fast too. In fact, if you continually depress the Picture Display button, titles will appear and disappear as fast as your eye can absorb them. Most importantly, they're positioned and presented so patrons can really see them well.

Bet you didn't even notice something was missing ... until you looked inside.

All NSM jukeboxes look - and act - as if they're filled with CD's, even though they may be loaded with as few as 4. That's because you can "lock-out" empty CD trays and title strip holders...and no one can tell from the outside. But you always have the capacity of a full 100-CD machine.

Now look – really look – at the little things.

Things like the computerized transport mechanism on the changer. The "port" on the electronic board that lets you plug in a hand-held printer to retrieve diagnostic and collection information. The automatic-read feature so the machine can instantly identify and play 5 " CD albums, 3 " Singles or the newer "Maxi-Singles" ... or any combination.

Look at something so simple as the loomed & fitted wiring harnesses. Or the size and number of speakers. Little things, perhaps. Unimportant things, no. These are, in fact, just a few of the technological and quality features built into





every NSM HyperBeam™ jukebox ... so that they will not only last for decades, but be technologically equipped to handle whatever comes along in the meantime. And, rest assured, changes are coming along, most likely sooner than later.

Now, you really want "pretty"? Watch this.

Open the cabinet lid of any other juke-box manufacturer on the market...and compare what you see to NSM. You won't really know what "pretty" is until you do. Because no competitor even come close to our features, our quality, or our level of technology. You don't have to buy an NSM for a side-by-side comparison, either. We'll send you an informative, illustrated booklet, "NSM Presents", to compare with. Just call, write or FAX us for a free copy. Or stop by your local NSM Distributor.

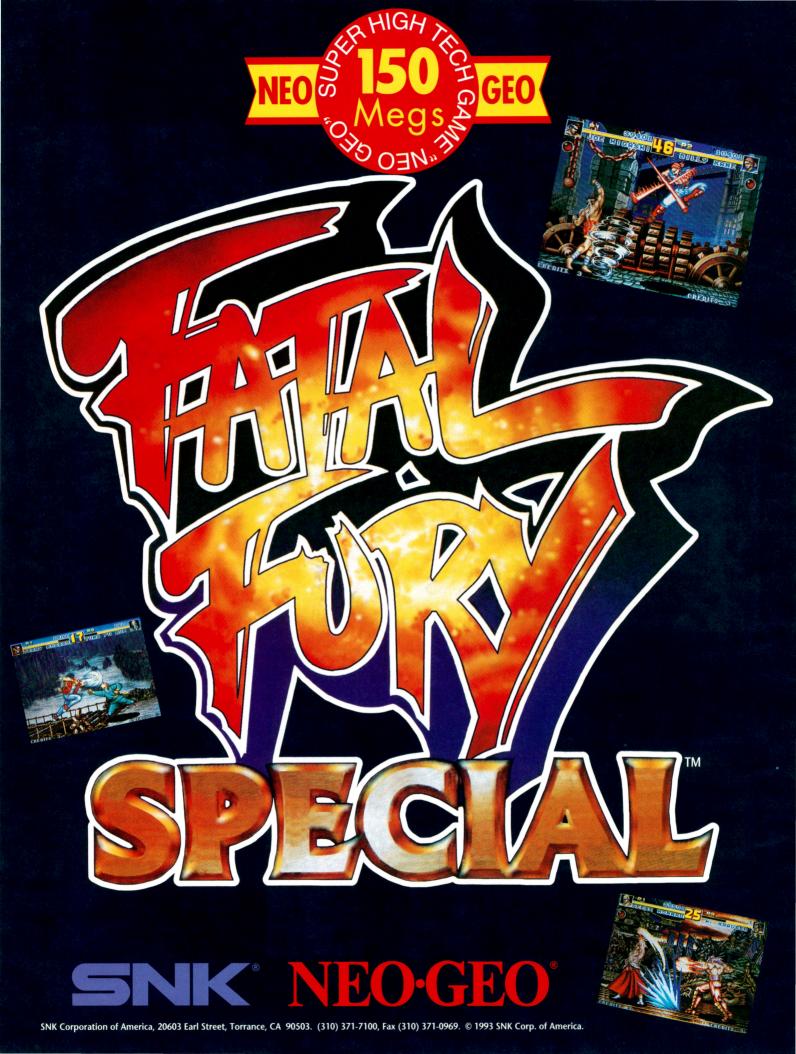
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REVENUE SHARING means a manufacturer "lends" games directly to operators or locations; the factory keeps game ownership, while the operator or location gives the factory part of the earnings. During late summer, Capcom USA was offering certain very large operators up to 1,000 Super Street Fighter IIs on a revenue-sharing basis. Several ops were seriously considering the offer and, after much thought, **Tony Parina** (Parina Enterprises, Stockton, Calif.) decided to accept. Tony, the Golden State's largest street operator, is a leader of CCMA and an AMOA director.

REVERSE COURSE! On Sept. 22, Capcom USA Senior VP Joe Morici took command of the revenue-sharing program, incorporating it into his sales & marketing division. He said his first move would be to convene Capcom dealers in Chicago by month's end. Subject: "How to bring distributors into the loop." Said Joe: "Any future route deals will be restructured to involve our distributors. Our main business is to sell product. Having route operations as a separate division doesn't make sense; it's a separate and somewhat conflicting goal. The quality and quantity of software changes we're planning should make us all profitable — manufacturer, distributor and operator. At this point we aren't clear on details of how this restructuring will be accomplished," Joe added, "but distributors will definitely be included in any Capcom route activity."

MORE REVENUE SHARING is underway by SNK Corp. of America. President **Marty Kitazawa** told *RePlay:* "We've been revenue sharing with Diversified Coin Corp. for about eight or nine months, with a limited quantity of Neo-Geo cabinets." (Houston-based Diversified is a national operation which also revenue-shares with Capcom.) President Kitazawa called the deal a "location test program," adding: "It's a very sensitive issue, and we're not going to offer this arrangement to other operators. We are working with Diversified because they have good locations, mostly in some Oregon convenience stores, and are a well-organized company that's able to provide good information about player reactions and revenues."

Marty continued: "We've also been testing Neo-Geos in Burger King & McDonalds for over a year on a limited basis. McDonalds' share of revenue goes to their Ronald McDonald House charity; our share simply pays the expenses of the local operator. Rather than a profit-making venture, this test is intended to encourage major fast food chains to accept our games nationwide." Asked about persistent rumors that Gekko Games (Ko Adachi's operation in

Rancho Dominquez, Calif.) is connected with SNK, Marty denied any connection between the two firms. Gekko operates Neo-Geo systems almost exclusively, but buys them through a distributor, SNK said.

OPEN HOUSE product shows take place at your local distributor after AMOA Expo. Betson San Francisco is Oct. 27; Betson Phoenix is Oct. 28 (both shows 10AM-4PM); no Betson L.A. show is planned. American Vending Sales (Elk Grove Village) is Oct. 29, 12-6PM. Brady Distributing (Miami) is Oct. 29, 1-9PM (no Charlotte show). Colorado Game & Vending Exchange (Denver) is Nov. 6, all day. Lieberman Music Co. (Minneapolis) is Nov. 10 from 10AM-5PM. Greater Southern (Atlanta) is Nov. 14, hours TBA. Mondial (Springfield) is Nov. 4; Mondial (Philly) is Nov. 6; Mondial (Norwood) is Nov. 7; Mondial (Pittsburgh) is Nov. 13; and Mondial (Rochester) is Nov. 14 (all 12-5PM). Struve Distributing (Salt Lake) is Nov. 12 from 12-5PM. H.A. Franz (Houston) is Nov. 17 from 6-9PM. Mountain Coin (Salt Lake) is Nov. 3; Mountain (Las Vegas) is Nov. 4; Mountain (Denver) is Nov. 5; Mountain (Phoenix) is Nov. 9; and Mountain (Albuquerque) is Nov. 10 (all 11AM-5PM). More dates inside.

FOR THE RECORD — GameStar, Chicago's new pingame factory, may not exactly be a "division" of Capcom as we inferred in September. Romstar folks like Takahito Yasuki and Rene Lopez are deeply involved, with Rene as pointman to get the new factory up and running. Romstar and Capcom have enjoyed a special friendship for years, but they're not "sister companies" in the corporate sense as we also stated. Rumor says GameStar will move to a large Arlington, Ill. plant in early 1994.

FACTORY NOTES — Williams' Mortal Kombat II reportedly debuts at AMOA Expo, shipping right after with heavy November production. One dealer said graphics are three times better than the original's, and also that the "V factor" is very much there...VR8, Inc. ran aground in late August (see News Digest inside) but may have found a way to get back afloat. Stay tuned.

EXPO DOINGS — The Industry Standardization Committee meets Oct. 20 at 8AM (Anaheim Hilton, exact room to be announced). Trade vets gather for the **Half Century Club International** meeting on Oct. 22 in the Hilton's Redondo Room from 3-5PM. Guest speaker: Sol Tabb. Confirm to Steve Kordek at 312/267-2240, ext. 548.



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best upright videos

		MODEL/MANUFACTURER	RATING	DIST.
•	1	NBA JAM+ (Williams) (7)	9.28	86%
	2	MORTAL KOMBAT+ (Midway) (14)	9.19	88%
	3	LETHAL ENFORCERS (Konami) (12)	8.43	68%
•	4	TITLE FIGHT (Sega) (4)	7.83	10%
	5	ST. FIGHTER II: C.E.+ (Capcom) (18)	7.76	82%
•	6	THE PUNISHER+ (Capcom) (3)	7.65	14%
	7	SUPER CHASE (Taito) (6)	7.56	15%
	8	TOURN. SLAM MASTERS (Capcom) (1)	7.55	9%
•	9	FINAL LAP 3★ (Namco) (4)	7.50	5%
>	10	SAT. NIGHT SLAM MASTERS (Capcom) (2) 7.46	11%
	+	indicates game was produced in both dedicate indicates game was also produced in deluxe for		e forms

best deluxe videos

(sitdowns, cockpits, arcade attractions)

•	1	SUZUKA 8 HOURS (Namco) (12)	9.06	16%
•	2	VIRTUA RACING★ (Sega) (12)	9.05	42%
•	3	LUCKY & WILD (Namco) (4)	8.67	12%
•	4	OUTRUNNERS (Sega) (1)	8.67	9%
	5	STADIUM CROSS (Sega) (11)	8.44	9%
•	6	CRIME PATROL (ALG) (2)	8.17	6%
•	7	MAD DOG II+★ (ALG) (9)	7.85	13%
	8	FINAL LAP II (Namco) (27)	7.75	16%
•	9	MAD DOG McCREE+ (ALG) (17)	7.67	12%
	10	GALAXY FORCE (Sega) (30)	7.67	6%
	+ ★	indicates game was produced in both dedicated & software forms indicates game was also produced in upright form		

best new videos

DIST.:

•	1 AIR COMBAT [Del.] (Namco)	9.67
-	2 GAL'S PANIC 2 (Kaneko)	9.00

best video software

		MODEL/MANUFACTURER	RATING	DIST.
	1	SAMURAI SHODOWN [S] (SNK) (3)	9.00	59 %
•	2	WORLD RALLY [H] (Atari) (2)	8.56	15%
	3	ST. FTR. II: C.E. TURBO [R] (Capcom) (8)	7.92	78%
•	4	WORLD HEROES 2 [S] (SNK) (6)	7.36	62%
•	5	NECK N' NECK [H] (Bundra) (11)	7.25	7%
•	6	DAIOH [V] (Amer. Sammy) (3)	7.00	10%
•	7	FIGHTER & ATTACKER [V] (Namco) (1)	7.00	4%
•	8	IN THE HUNT [H] (Irem) (5)	6.90	18%
•	9	TIME KILLERS [H] (Strata) (9)	6.79	48%
•	10	FATAL FURY 2 [S] (SNK) (9)	6.78	50%
•	11	KNUCKLE BASH [H] (Atari) (1)	6.75	7%
	12	ST. FIGHTER II [H] (Capcom) (31)	6.66	79%
	13	WARRIORS OF FATE [H] (Capcom) (7)	6.62	11%
	14	AERO FIGHTERS [V] (McO'River) (16)	6.56	42%
	15	RAIDEN [V] (Fabtek) (37)	6.53	38%
	16	STEEL GUNNER 2 [R] (Namco) (17)	6.45	18%
	17	CADILLACS & DINOS [H] (Capcom) (3)	6.40	8%
•	18	ART OF FIGHTING [S] (SNK) (12)	6.36	69%
	19	ATOMIC PUNK 2 [H] (Irem) (9)	6.29	6%
•	20	WORLD HEROES [S] (SNK) (14)	6.27	58%
[H] horizontal [V] vertical [S] system [R] retrofit				

top pinballs

	Parous		
→ 1	JURASSIC PARK (Data East) (4)	8.80	58 %
→ 2	INDIANA JONES (Williams) (1)	8.77	13%
→ 3	TWILIGHT ZONE (Midway) (6)	8.40	70%
4	ADDAMS FAMILY (Midway) (19)	8.29	82%
> 5	TEE'D OFF (Gottlieb/Premier) (3)	8.09	11%
6	WHITE WATER (Williams) (9)	7.58	39%
7	DRACULA (Williams) (6)	7.50	23%
8	CREATURE/BLACK LAGOON (MIdway) (8)	7.47	46%
9	TERMINATOR 2 (Williams) (27)	7.30	74%
10	FISH TALES (Williams) (6)	7.20	49%

available brand new at certain distribuors; number following brand shows months on chart including this one.

RATING: Operators were mailed "ballot sheets" listing games in active operation in U.S. locations and game centers and asked to "rate" the earning performance of each on the "1 to 10" measure: 10 for "power-house earnings," 9 for "excellent,' 8 for "very good game," 7 for "good game," 6 for "decent game," 5 for "just

performance of each on the "1 to 10" measure: 10 for "power-house earnings," 9 for "excellent," 8 for "very good game," 7 for "good game," 6 for "decent game," 5 for "jux average," 4 for "below average," etc. The written votes were tallied up and divided by the actual number of times the specific game was rated. Hence, the decimal points. The percentage of the surveyed arcade and street location opeators who have the item on location.



This game is loaded with features that will have players coming back for more!



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COVER

Capcom has done it again with Super Street Fighter II: the New Challengers. The two-player kit features four new characters who join the original 12 World Warriors. Super SF II also features a next-generation hardware system offering faster, sharper graphics and more anti-copy protection. Finally, the game boasts a special "Q Sound" chip for 3D audio. The Street Fighter series of games have consistently ranked among the U.S. trade's top earners for several years now, and Capcom feels sure this latest edition will keep them on top. Product began shipping in late September. Learn more inside this issue.

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EDITORIAL

I t almost feels like two different industries are heading to Anaheim, Calif., for this year's AMOA Expo. One "industry" is upbeat and enthusiastic. It consists of major factories, big arcade chains and large family entertainment sites. They are caught up in the excitement of new technology: VR, simulation centers, downloading, networking, etc. They see a bright and profitable future. This future will require a big investment, but it will spell "ROI" in giant capital letters.

The "second industry" that's coming to Anaheim, is a bit dispirited. In fact, some are downright worried. This group consists of certain distributors and street operators who wonder: "How can we possibly compete with big computer, telephone, and cable TV firms?" Certain dealers sigh, "We haven't had anything hot to sell for a while." Meantime, their operator customers mope: "Amusement collections have slowed, and whatever happened to our share of legalized gambling?"

Let vents at Expo could help bridge the gap between these camps. Tradesters whose fondest wish is for hot new product, are apparently going to get it.

Games at the JAMMA Show (Tokyo, August 26-28) looked pretty darned promising. And, yes, some of them are clearly "street videos." A couple of leading factories have adapted polygon graphics to the street fighting genre. Another manufacturer has bowed the first driving simulator to use computer texture-mapping. We've also heard hints of some interesting developments in the worlds of pinball, redemption, and jukeboxes. You'll see all of this on the Expo exhibit floor.

Root the longer term, Expo could finally see the long-awaited announcement of a way for street operators to "go hi-tech." Outgoing AMOA President Craig Johnson and AMOA's advanced technology committee have worked incredibly hard all year on an ambitious project they have publicly described only as "networking." The venture could do much to take operators into the 21st century. Also at Expo, AMOA will offer details on how to take full advantage of an alternative income tax depreciation method. By the way, it was Craig Johnson who won IRS approval for our trade to use this money-saving method. With a record-sized show building for Oct. 21-23, it looks like the big man from Utah is ending his term with a bang!

- Marcus Webb



Simple Simon is an easy redemption game that all ages will have fun playing. Simple Simon talks to the player coaching him how to play the game and encouraging the player to "try again"!

A "Simple Simon" jingle plays during

A "Simple Simon" jingle plays during the attract mode and gives the game real personality!

The game simulates the rules of tic tac toe. The player tosses 3 balls onto the play field and trys to match the lit squares on the backglass. If the ball lands in the lit square, the player scores a higher ticket value. If all three squares are matched, the player gets a ticket bonus!

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from behind your Cybersled; more advanced players can use the View Point Button to surround yourself with first-person excitement. Choose your CYBERSLED from the 6 sleds available, each having its own unique strengths and weaknesses. Control your Cybersled using "tank-like" controls. Blow away your opponent using your Missiles and Guns. Be careful not to overheat your guns!

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INSIDE

OCTOBER 1993

SPECIAL ARTICLES

AMOA EXPO

Our "guidebook" to the year's biggest trade show includes show hours, dates, schedules, seminars, award nominees, exhibit floorplan, and "what else to do in Los Angeles." Read the profile of incoming AMOA prexy R.A. Green and brief reports by key AMOA committees......pg. 45

JAMMA '93

Japan staged its biggest-ever coin-op exhibit in Tokyo from Aug. 26-28. Larger, more sophisticated games took the spotlight. How can U.S. operators afford to buy these products? Japan and America agreed: U.S. play prices must go uppg. 127

ANDY HALLIDAY

As president of Edison Bros.' Horizon Entertainment division, Andy runs hundreds of arcades and a growing empire of family entertainment centers. Edison's virtual reality centers get started next year. Andy shares his thoughts on the industry's current status and its future......pg. 160

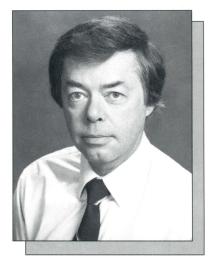
7-ELEVEN UPDATE

Does Southland Corporation's new business concept include "the elimination of all amusement games"? Southland says no, "we just ask franchisees to rethink" their games policy. California operator Yogi Taylor pens a passionate protestpg. 195

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PUBLISHER



'n barelv three weeks' time, the 1993 AMOA Expo will open in Anaheim, Calif. It'll be my 30th consecutive expo — or "MOA Show," as we called them in the "old Chicago days." The differences between those early shows and the one we're about to attend are too numerous and complex to adequately list in this column...although it would be easy to run the names of the bare handful of exhibitors (like Valley and

Williams) who were on the show floor 30 years ago, and who will once again show off in Anaheim. However, I'd just like to discuss one major issue between then and now, which I simply call "the issues."

hirty years ago, the issues were few, and were dominated by dislike of records than ran longer than three minutes on the jukebox (which itself dominated the operating industry). Today, in no order of importance, the issues facing operators, manufacturers and distributors in Anaheim will include: direct factory-to-operator revenue sharing being discussed by at least three Japanese video companies; the emergence of telemedia giants like AT&T to bring interactive video games directly into the home via the building electronic information highway; new home video hardware breakthroughs from 3DO, Atari and Nintendo; the Sega channel on cable TV; and (lest we forget) the attendant publicity on the swelling home video business, as proved by late September's Time cover story and the \$10 million ad blitz on the Mortal Kombat home version (and all the stories about the game's nature).

These are only some of the issues facing today's industry and as you noticed, these are just video things. And with so much publicity on this subject, you can bet there'll be lots more media people at the show this year than we may have ever seen. In the old days, we were lucky to get a two-inch item in a Chicago paper; but watch what happens this trip! I hope as many operators as possible will also be there to drink the whole spectacle in. After all, it's their show.

- Eddie Adlum

SEGA'S VIRTUA FIGHTING IS GOING TO KICK BUTT.

ANY QUESTIONS?



Virtua fighting is coming next month. But be warned. Sega's remarkable polygon graphics delivers three-

dimensional action so realistic you may want to have a first aid kit handy before playing it.

SEGA

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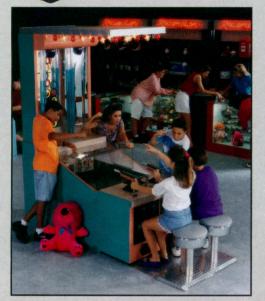
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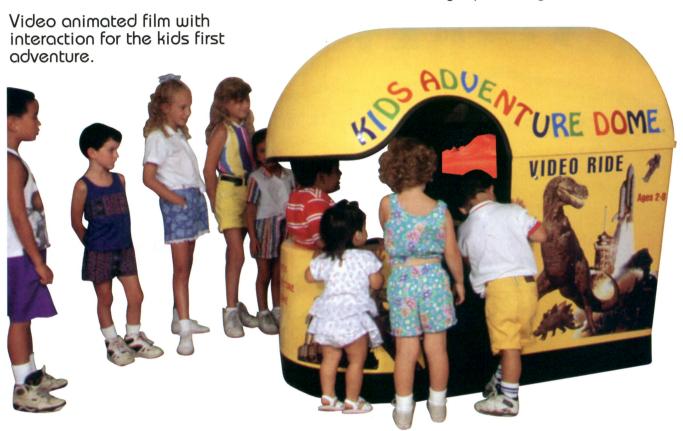
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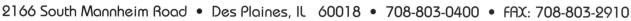
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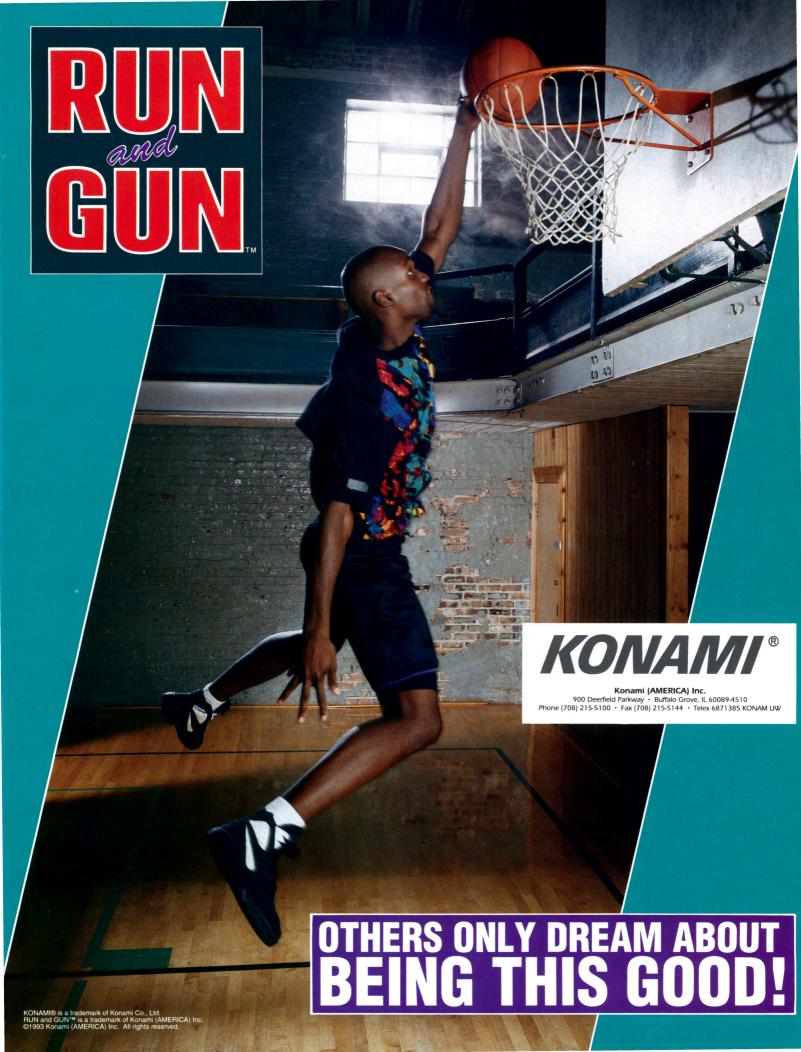
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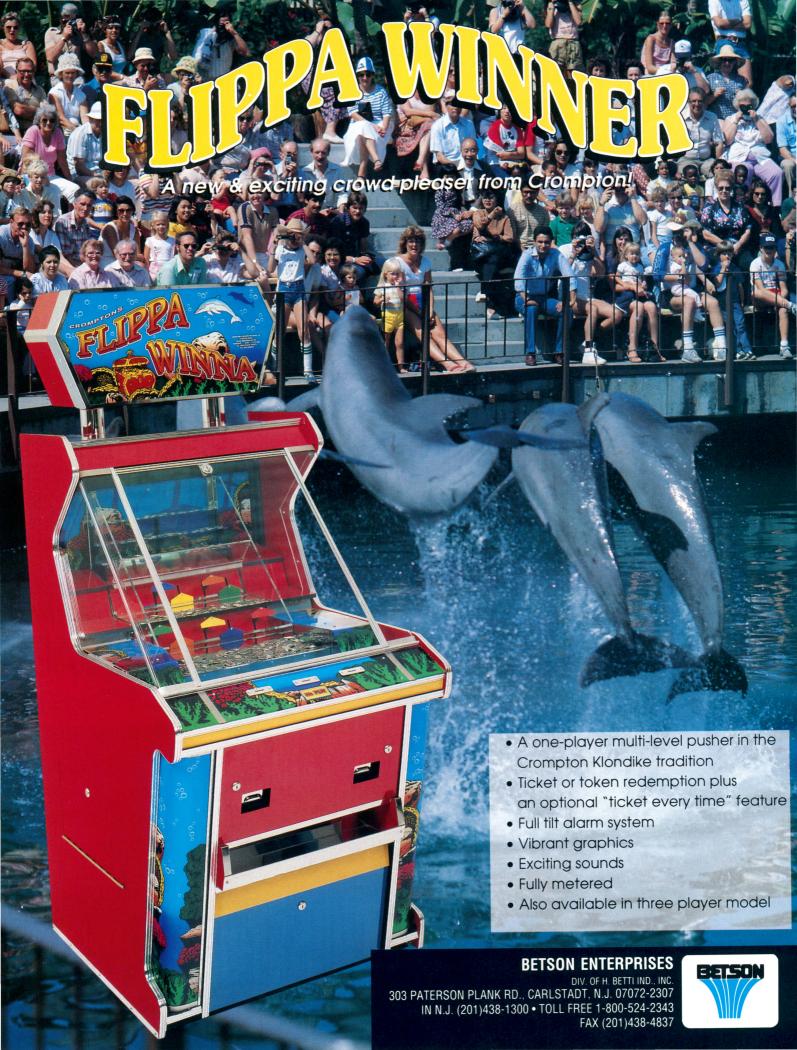


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NEWS DIGEST



JAMMA 1993: LATEST TOKYO SHOW BIGGER THAN EVER!

JAMMA (Japan Amusement Machine Manufacturers Assn.) held its largest-ever annual trade show outside Tokyo from Aug. 26-28. Four U.S. firms were among the 67 exhibitors who covered four halls. At 27,180 square meters the '93 edition was nearly 50% larger than last year's JAMMA show. Hits included Sega's Virtua Fighters which brings polygon graphics to the street fighting genre; Capcom's Super Street Fighter II which bows new characters and a new computer system; Namco's Ridge Racer which is the first vidgame with

next-generation computer texture-mapping graphics; Konami's *Slam Dunk* which offers digitized basketball action; SNK's Neo-Geo software *Fatal Fury Special*, sequel to their earlier hit; Taito's *Super Ground Effects*, an imaginative deluxe driver; and others. Much talk at the show focused on the need for higher play-pricing in the U.S. (and how factories can help accomplish this). We have a full report on the show, the products and the political discussion in a special section beginning on page 127.

AMOA GEARS UP FOR RECORD EXPO IN SOUTHERN CALIFORNIA

AMOA will hold its annual convention and board meeting at the Anaheim Hilton Hotel starting Oct. 18. Next comes the AMOA 1993 Expo of new product on Oct. 21-23 in the adjacent Anaheim Convention Center. It all takes place in Orange County, Calif., practically across the street from Disneyland. South Carolina

operator R.A. (Royce Alton)
Green III will take the reins
as AMOA's 1993-4 President; Tami Norberg-Paulsen
moves up to First VP and
Randy Chilton becomes
Treasurer. West Virginia op
Jerry Derrick will join the
officer ranks as AMOA
Secretary. In September,
AMOA eliminated one full
aisle of previously-planned

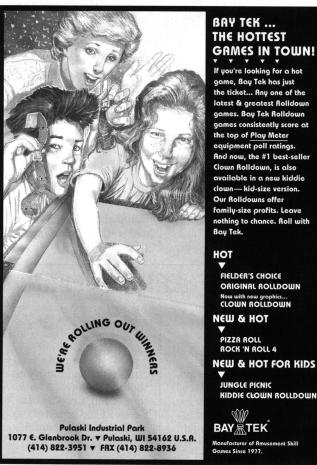
booth space after several would-be exhibitors cancelled their plans due to possible legal problems with the display of gambling equipment. However, Expo will still offer a record-sized exhibit area filled with new goods, along with valuable seminars. AMOA's annual awards banquet will feature the talents of pop singer

Kenny Loggins. Inside this issue, our AMOA Special Section includes show logistics, schedules, Expo floor plan, award nominees, and "things to do around Southern California." Also in the section: a profile of R.A. Green III and reports from leading AMOA committees. It all starts on page 45.

VIRTUAL REALITY: HERE IT COMES!

Lots of news on the VR front. Britain's W. Industries Ltd.. maker of the "Virtuality" hardware system, is reorganizing under a new name: Virtuality Group PLC. They will also seek a public listing of stock shares by year's end. In June of this year, the firm announced a joint venture with Sega to design VR games. Separately, the company will also create a second-generation VR product under its own banner, with new and better software (existing "Virtuality" systems will be convertible with new hardware components). "The Group's aim is to create industry-standard VR technology and license it to third parties," said execs. Virtuality will become "increasingly software-oriented" and will expand into six different markets, including the home... Informed sources say Seattle will be

the site for the 1994 opening of a top-quality VR center, themed around a very famous entertainment property. If so, that could create "dualing VR centers" because Bulletproof Software has already named Seattle as the site for its first VR center next year, as well...Westwood One, the TV/radio network conglomerate, showed Cybertron and other VR machines during a recent Dallas convention of the National Assn. of Broadcasters. Everybody's getting into the act... Visions of Reality hosted leading arcade chain chiefs and coin-op distribs to a product preview on Sept. 23 in Irvine, Calif. Possible customers came from as far away as Hawaii, Latin America and the East Coast. Operators will see the same prototype at AMOA. Get details on VOR's plans in our story on page 115.



U.S. DEALERS PLAN POST-AMOA EXPO OPEN HOUSES

The post-Expo frenzy of distributor product shows is coming soon! Here they are in the order they occur. C.A. Robinson holds its San Francisco show on Oct. 27; the L.A. show takes place on Oct. 29 (both run from 9AM to 4PM). Music-Vend (Seattle) holds its show Tuesday, Nov. 2. Atlas Distributing (Chicago) hold its show on Nov. 3 from 10AM to 4PM. Also on Nov. 3, Betson New Jersey opens

its doors from 1-6PM. Dunis Distributing (Portland) parties down on Friday, Nov. 5. State Sales & Service (Baltimore) hosts the trade from Nov. 7 from noon to 5PM, and the New England Coin-Op party runs 1-6PM on Nov. 7. Pacific Vend (Vancouver) is Nov. 12 all day. Betson Advance (Syracuse) gets happy on Nov. 14 from 1-6PM. The Betson Pittsburgh party takes place Nov. 30 from 1-6PM.

SEEBURG INTERNATIONAL LANDS BIG INVESTORS, PLANS PUBLIC STOCK OFFERING

As of Sept. 17, Seeburg **International** had shipped 100 units of its low-cost **Blast** CD jukebox. Seeburg execs conceded that, as with any brand-new design, they had some initial problems (specifically with the album display mech and dollar bill validator). But "we've got the bugs worked out," said marketing VP Ed Blankenbeckler. Meantime, the firm was in the final stages of putting together a multi-million dollar capital infusion

of cash. Initial funds came from private investors and a "major figure in the stock market" whose name will be released "when the public stock offering is announced in the next three weeks,' said Blankenbeckler. Seeburg will use the funds to introduce and market new products in the next six months, and to increase Blast production capacity to met operator and distributor demand in the U.S. and overseas, said the firm.

NINTENDO'S COIN-OP RETURN?

Nintendo will make a 64-bit coin-op system for arcade use by the end of 1994, according to RePlay's correspondent in Japan, John Ryan. The proposed system will be built as a joint development project under a licensing agreement with the leading U.S. computer imaging firm, Silicon Graphics, Inc., and will use the same kind of chip used in supercomputers. Both firms said the new system could present real-time, 3D graphics like those seen in the movies "Terminator 2" and "Jurassic Park" (Silicon

Graphics helped do special effects for both). In 1995, Nintendo will follow up with a \$250 home system that's equally powerful. This move is apparently aimed at protecting Nintendo's (home game) market share against the challenge represented by the forthcoming 3DO home vidgame system and its 300plus software suppliers (see July RePlay). The development agreement between Nintendo and Silicon Graphics is a long-term worldwide pact; Nintendo will handle all production and marketing by itself.

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VR8 "BROUGHT TO ITS KNEES"; MANY DELIVERIES FALL THRU

VR8. Inc., the troubled startup firm run by Australian game designer Kyle Hodgetts, closed its doors sometime during the last week in August. Located in Simi Valley, Calif., VR8 had reportedly shipped about 80 units of its Virtual Combat game before activity ended. However, several more distributors and other customers had pre-paid for units, but had not received delivery at the time of the closing. Hodgetts called RePlay in mid-September, saying a VR8 employee had stolen the firm's entire \$250,000 worth of inventory and office supplies. The employee also disconnected VR8's business phone. All this occurred while Hodgetts was in New York, seeking financing, the company founder said. He added that VR8 had \$200,000 in debt and no cash at the time of the incident. "The company has been brought to its knees," he said, adding that he was seeking action from



KYLE HODGETTS

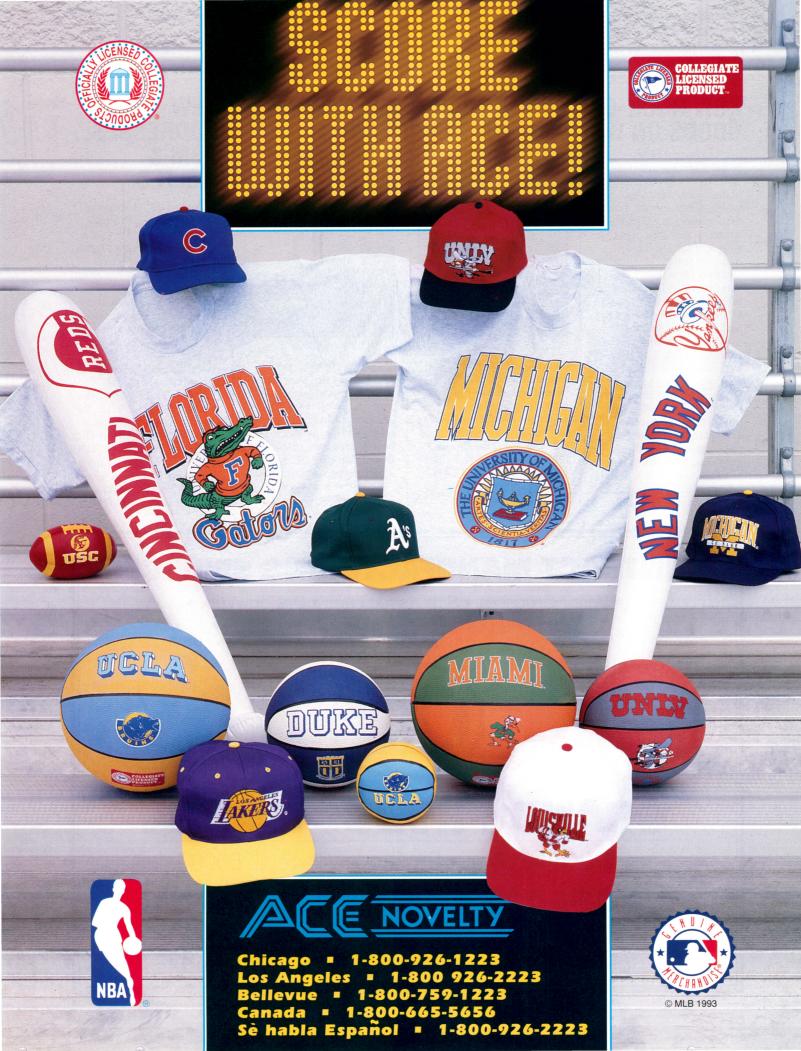
local police and the FBI. At presstime *RePlay* was unable to learn how things stood with law enforcement. Hodgetts, who holds patents on the game's technology, said he may take VR8 into Chapter 11, or license the product to a qualified manufacturer. "My main concern is to pay off my creditors and see that the product survives, even if the company doesn't." he said.

MEDIA MAULS ACCLAIM'S 'MORTAL MONDAY' RELEASE

The industry received its most widespread, harshly negative publicity on TV and in newspapers in some time as Mortal Kombat went to the home game market on Sept. 13. The CBS Evening News showed the game's bloodiest scenes, as did many local newscasts. L.A. Channel 4-KNBC anchor Trisha Toyota freely editorialized against the game; no doubt plenty of other TV news coverage was equally strident. Newspapers around the country also took shots at "Mortal Monday" (that's what promoters dubbed the release date). **Acclaim Entertainment** licensed the title for home game use from Williams/ Bally-Midway. Two ver-

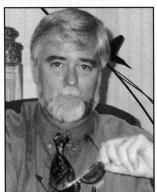


sions are being sold: a toned-down edition for the Nintendo NES, and a noncensored version for the Sega Genesis. Sega recently started using a rating system for its home video software.



NEW ROCK-OLA HITS 1-YEAR ANNY; NEW GOODS ON WAY PLUS STAFF UPGRADES

Jukebox mogul **Glenn** Streeter marked the oneyear anny of his acquisition of Rock-Ola Mfg. Corp. with two additional music products: a low-cost CD juke and a themed nostalgia juke (see story inside). He also announced several promotions and new hires. Ken Urban was promoted to production manager where he'll oversee all production for Rock-Ola and Antique Apparatus lines. Russ Ethridge was promoted to the newly-created position of assistant to the president/project manager where he'll work directly with Glenn and help with product design, purchasing, and setting up a new computer system. Ross Blomgren was promoted to chief engineer, where he'll handle new product development, technical services, quality



GLENN STREETER

control, service schools and seminars. Rock-Ola also hired **Jim Leiva** as purchasing manager (he's quite experienced in material control and procurement). Other newly created positions, recently filled, include inventory manager, technical support, and three assistants for engineering, pur-



RUSSELL ETHERIDGE

chasing and production.

"Rock-Ola's first year has gone better and faster than I ever imagined," said Streeter. "Our skilled and enthusiastic team has performed beautifully as we prepare to launch some exciting new additions to our music line."

Get details on the new phonographs on page 119.

NEW ADDRESSES: NSM & MELTEC

On Sept. 1, NSM-America finished moving to a new 25,000 sq. ft. facility on the other side of O'Hare Airport (it's 2.5 times larger than their longtime Rose St. digs). The new place includes offices, warehouse, four dock doors, a huge service department, seminar training room, parts area and kitchen. Address is NSM-America, 1158 Tower Lane, Bensenville, IL 60106. Phone is 708/860-5100. Fax is 708/860-5144. Meltec, Inc. has also moved to a new, expanded site. Effective Oct. 1, the new address is 15425 SW Beaverton Creek Court, Beaverton, OR 97006. Local phone is 503/643-8312. Toll-free is 800/356-4777.

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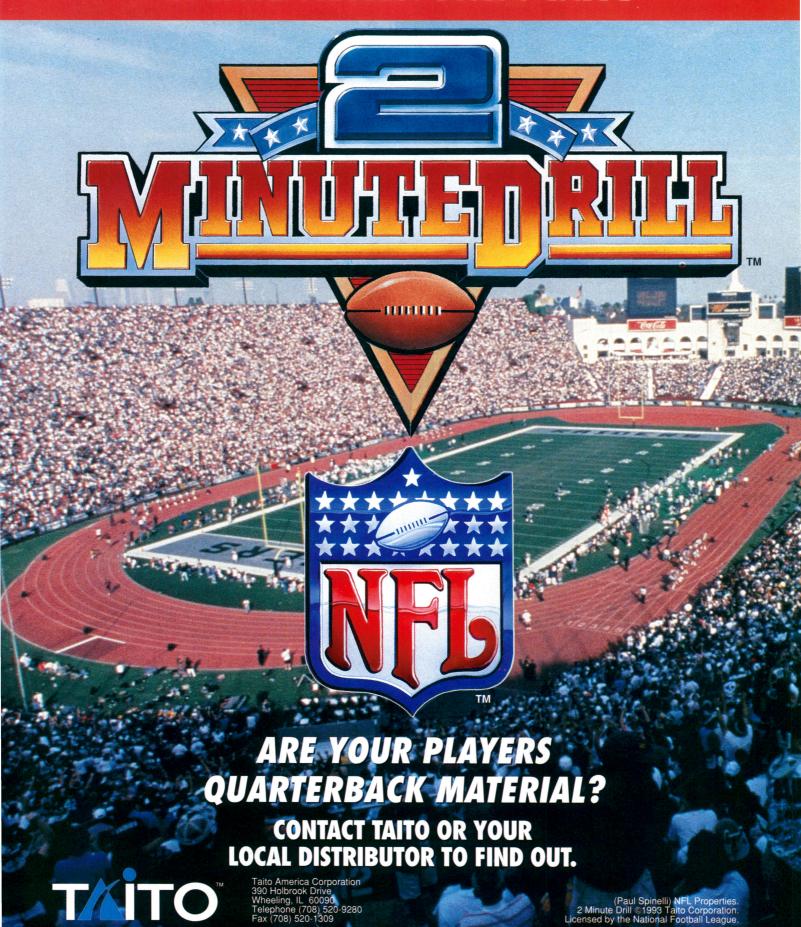
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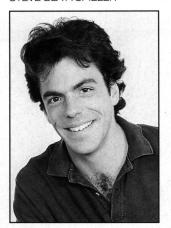


INDUSTRY NAMES IN THE NEWS...PEOPLE ON THE MOVE!

Steve Blattspieler has been named as arcade division GM for Capcom USA, where he'll handle coin-op product acquisition, sales and marketing along with distributor relations...After six years with SNK, John Barone resigned his post as senior VP of sales effective Aug. 31 to pursue other interests. John played a key role in helping put the Neo-Geo system so solidly on the map (and on the RePlay Players' Choice game ranking chart). SNK thanked John for his past contributions and wished him the best of luck...Larry Macaluso has been appointed director of Collins Games of Mississippi, Inc. (a Fred Collins company). Formerly with Video Gaming Technology, Larry will run daily operations of the firm's statewide charitable bingo gaming. He'll work under Patrice Crogen, recently named director of gaming development for Collins Gaming Companies...PAPA world flipper champ Lyman Sheats has joined Data East Pinball as a game designer and software engineer. His prior post was as a software developer for a U.S. defense contractor. DE execs said he "knows what is fun in pinball for players of all skill levels, so his deep understanding of the game will help us make even better products"...Also at Data East Pinball, Joe Blackwell has singed up as product support manager after an 11year stint as director of tech



STEVE BLATTSPIELER



LYMAN SHEATS

and three years as technical supervisor for Montgomery Wards Product Service Dept...IGT named four promotions. Scott Shackelton is now corporate controller of the parent firm, IGT-North America and IGT-Int'l. Rich Pennington is IGT-North America's controller. Warren White is director of software engineering. Tracy Powell is manager of advanced development. All four are longtime IGT vets



RICH PENNINGTON



JOHN BARONE



JOE BLACKWELL

with top track records in prior posts...Promising a new level of customer satisfaction, former Laramie Interests vet **Brent Collins** has launched a new firm, Success Plush (Houston, Texas), with his wife **Reba Collins**. They'll offer a wide selection of crane plush including holiday themed merchandise. Showroom & warehouse are located at 10660 Kinghurst Dr., Houston, TX 77099. The

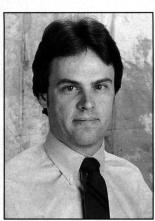


WARREN WHITE

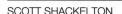


BRENT COLLINS

phone is 800/396-8888... Celebration Station (a sevenstate chain of big family restaurant and fun centers) has announced some staff changes. Director of game operations Steve Thomas is adding new duties to his list (purchasing and technical support for all arcade and amusement equipment). Robin Kerr is the new regional manager for six stores in Texas and Oklahoma. Bob Zolno is the new GM of the Austin store on I-35...The Pennsylvaniabased North American bill acceptor division of JCM (Japan Cash Machine) has named Kevin Sharp Enterprises (headquartered in Tennessee) to distribute and service JCM bill validators. JCM sales top Steve Kinder praised KSE's "long-standing reputation for quality and dependability," calling the appointment a key step toward establishing a network of JCM dealerships and field service centers.



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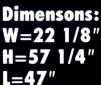
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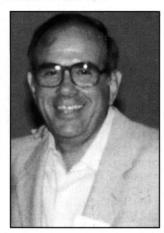
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LIEBERMAN TO BE AAMA'S 1994 "MAN OF THE YEAR"

Respected distributor Steve Lieberman (Lieberman Music Co., Minneapolis) will honored at the 1994 American Amusement Machine Charitable Foundation banquet fundraiser. In announcing the selection, AAMCF called Steve one of the trade's "outstanding leaders." The Lieberman family business was founded in 1907; AAMCF described the distributorship itself as "an integral part of the coin machine industry practically since birth." Steve said he was "pleasantly surprised" by the honor. At presstime, he had not



selected a charity to receive proceeds from AAMCF's 1994 project.

REDEMPTION PRO BILL FAITH RECOVERING FROM GUNSHOT

Bill Faith, president of Planet Earth Entertainment (Los Angeles), was coming home from dinner at 11:15 PM on Aug. 26 when two muggers shot and wounded him in the abdomen as he walked through his front yard. After being shot, Bill managed to knock the gun from one assailant's hand. Both criminals then fled the scene and Bill walked back to the car where his girlfriend was still seated. She drove him to Encino-Tarzana Regional Medical Center, where he underwent emergency surgery. Police credit her calm, quick reaction with saving Bill's life. By mid-September, "Iron



Man Faith" was back at work a couple of hours a day! Police are investigating the incident. Meantime, get well soon, Bill.

NAMA VENDING REPORT

Vending machine sales declined 7.7% so far in 1993 according to a survey by NAMA, the National Automatic Merchandising Assn. Some 325 NAMA members participated in the annual survey, the largest number to participate in the survey's 46 year history. Profit margins rose from 1.5% in 1992 to 3.0 this year. The complete report is filled with many more statistics. NAMA members can get it for \$100; non-members must pay \$150 (price can be applied toward membership dues). Call NAMA at 312/346-0370.



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UPBEAT ROWE MEETING SHOWS VENDING & CHANGERS

Whereas new music machinery set the tone for past Rowe distributor meetings, their Sept. 9-11 confab at the Westin in Hilton Head, S.C. was dominated by new things for vending and bill changer users (the new jukebox model won't be unveiled until their

"music meeting" in mid-January). Many dealers agreed the outing gave Rowe a leg up in the vending/changer market (e.g., their "tiny titan" SBCQ bill changers, shipping this month). See next issue for more complete details on the Rowe conference.



Social highlight of the Rowe affair was its black-tie awards dinner. This year's prestigious President's Cup went to American Vending Sales (Elk Grove, Ill.). From left in awards photo: Rowe's

Joel Friedman, James Gang & Jerry Gordon flank AVS chief Frank Gumma (second from left holding plaque). Betson Enterprises won the Rowe Cup also presented at the gathering.

1994 JAMMA, AMOA SHOW DATES MAY CLASH

At presstime, it appeared IAMMA and AMOA could be heading for a schedule conflict for their 1994 trade shows. AMOA Expo '94 will take place Sept. 22-24 in San Antonio, Texas (this fact has been public knowledge for a couple of years). Immediately after the close of its 1993 show, JAMMA announced its '94 show would take place Sept. 21-23 at the same Makuhari Messe convention center, where it's been held the last two years. Belatedly realizing the overlapping dates, JAMMA first asked AMOA to shift its dates...which AMOA says it simply cannot do. Later, Secretary Mr. Kataoka told

RePlay that the Japanese association would try to shift its own dates to avoid the overlap if possible. The JAMMA Show has traditionally been held in October, when the weather is good and buyers know the good Japanese winter/New Year season is just around the corner. The show needed more room for 1992, so it was moved to the Makuhari Messe, which was only available in August during 1992-3. But Japan's hot weather and a slow market make August unpopular with customers; thus the move to later dates.

CLYDE LOVE, CALIF. OPERATING GIANT, PASSES ON

California's longtime operator (and 1948 charter AMOA member) Clyde Love died at his home in Visalia on Sept. 7. He was 71 and had fought a long, brave battle with cancer. A World War II Navv Seabee veteran, Clyde went to work for an L.A. vending firm after the war. Soon after, he bought his own company, building it into several successful firms with multi-multi-million dollar annual sales. In the 1960s and '70s, he merged with ARA and helped it expand operations to the entire Western U.S. He spent the 1980s as founder and president of Silco, marshalling spectacular 88% revenue growth to nearly \$30 million per year. Clyde also started **Royal Vending Services** with his sons Jack and Russell in 1984; under Russ's presidency it has become one of SoCal's premiere independent operating firms. At various times, Clyde served as an AMOA



and CCMA board member. Said Russ: "He was such a fighter. He outlived all his doctor's predictions two or three times over — or more! He never gave up and never complained. He loved life and just kept on plugging with that positive attitude which was always so characteristic of him. He was a real inspiration to me. He went peacefully and he's in a better place now."

INTERTAINMENT 1993 CONFERENCE COMING NEXT MONTH TO SOUTHERN CALIF.

Where will you find leading entertainment industry people like Horizon Entertainment's Andy Halliday and 3DO's Hal Josephson next month? At the Loew's Hotel in Santa Monica, Calif., where they will attend InterTainment '93, a convention that focuses on interactive entertainment and technology. Produced by Alexander & Associates, the event runs Nov. 3-5 and covers video, computer and CD-ROM games; children's programming; on-line communities; public place attractions; interactive TV; and interactive publishing. Good seminars, expert speakers and fascinating

demonstrations have made this show a thought-provoking event in prior years. "Participants will identify new and tangible business opportunities in this rapidly growing field, because they'll see more clearly where the emerging consumer demand really lies," said A&A execs. Seminar topics range from theme park and fun center updates, to VR centers, to interactive video/computer storytelling, to interactive simulators, etc. Get more information from A&A at 212/684-2333.

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HIGH TECH UPDATE: WHOLE LOTTA SHAKIN' GOIN' ON



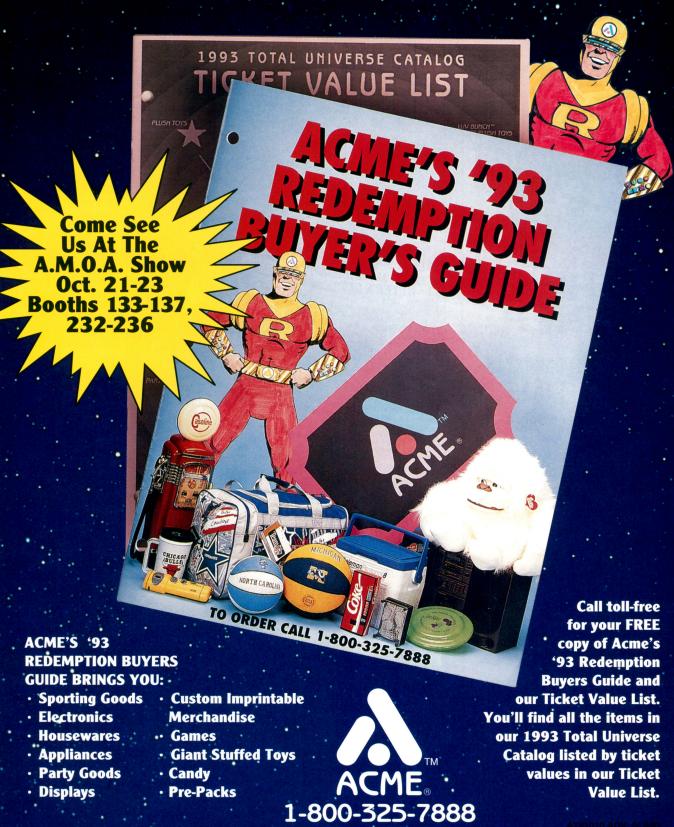
AT&T has bought 20% of the Sierra On-Line computer network services firm, a move which puts "Big Bell" into the computer game market. Sierra, which now counts 40,000 subscribers, will get \$5 million to develop new games. AT&T also gets a takeover option, but that's just the tip of the iceberg. AT&T plans to "reinvent" itself as an "information superhighway" kingpin, sending digitized video over cable and phone lines. They'll build a network of digital storage computers around the USA to help create an interactive TV net... President Clinton on Sept. 15 revived his proposal for Uncle Sam to guide creation of a national information superhighway, to the tune of \$1-2 billion per year...A consortium of major info service firms like AT&T, Hewlett-Packard, Digital Equipment, Sprint and others are plan-

ning their own info superhighway (called the "National Informational Infrastructure Initiative Testbed") to make sure Big Business gets to play the leading role...GTE Imagi-Trek has completed its digital compression lab. The lab can do a fast, cheap job of converting real-time video to digital data in the recommended industry-standard format (called MPEG). This will help create interactive CD products from TV shows, movies, etc...On Aug. 24, a federal judge said it was OK for phone companies to sell video programming in their home markets. The original AT&T breakup and 1984 cable regulation act had barred this. Under the new ruling, telcos will be able to compete with cable TV for local business. Now wonder phone company stock jumped!

COPIER MUST PAY \$145,000

Cointek Corp. is a Koreabased firm which pled guilty to one count of trafficking in counterfeit Champion Edition games. According to court documents obtained by RePlay, a New Jersey federal court passed judgment on Cointek as of Aug. 13. The firm was sentenced to pay a \$55,000 fine to Uncle Sam, plus \$90,613 in restitution to Capcom, plus a \$200 assessment. The defendant was also placed on five years' probation.

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"Quality is our family tradition"

On Your Mark...

by MARCUS WEBB

Like the rest of the world, the coinop trade has been buzzing about "virtual reality" (VR) for some time now. Trouble is, few know what VR really means. Even fewer people have actually experienced it.

Simply put, virtual reality is a computer simulation requiring a headset with small stereo-optical monitors placed directly in front of the viewer's eves. This headset-viewer is called a head mounted display, or HMD. True VR also requires sensors that track the viewer's head motion so that graphic displays are adjusted accordingly. Look up, and vou

see the "ceiling." Look down, and you see the "floor." Of course, you're really seeing a ceiling and floor which exist only inside a computer program.

The result is a rather uncanny 3D simulation. The viewer feels he's actually "inside" a computer-generated, fantasy environment. The viewer seems to be interacting directly with this imaginary environment, without the aid of a typical interface like a big TV screen, computer keyboard, or — in some cases — even without a joystick.

Now, here's the key point. Unlike a keyboard, joystick, TV screen, etc., the HMD interface seems "transparent" or non-existent, so the resulting simulation feels like reality. But it isn't "real" reality...thus the term, "virtual" reality. Please note: nobody would have had to invent this term, if the HMD and tracking device had not created a whole new level of simulation realism.

This is why VR has become a

buzzword. VR is the most sophisticated, seductive form of computer simulation around. Naturally, everybody wants to "borrow" the term because it is exciting. Makers of other simulators, or video games with oddball control mechanisms, or games with

ride characteristics, want to call their products "virtual reality," too. They want to hitch a ride on the general excitement.

I wish they'd stop. People who apply the term "virtual reality" to lessimmersive simulation technologies (i.e., simulations without HMDs and tracking sensors) are degrading the value of the terminology. They are

muddying the language. They are confusing the issue. Again, the term "VR" would not have been needed, nor invented, if the machines in question were merely linked cockpits with big TV screens inside, or games whose characters mimicked the physical motions of the players, etc.

From now on, this magazine will call something "virtual reality" only if it involves a head-mounted display whose graphics presentation is linked to a head- or body-motion tracking device.

Linked cockpits that present individual viewpoints of a shared, computer-generated environment will be called "simulation networks."

Dedicated, themed locations for such products will be called "sim centers."

Games that incorporate the player's image into the graphics, and games whose characters or vehicles are controlled by the player's body motion rather than joysticks, will be called "novelty video games."





WELCOME TO SOUTHERN CALIFORNIA!

In this Special AMOA Section:

- ➤ A Look at Expo '93
- ➤ What to do in Anaheim/Los Angeles
- ➤ Show and Seminar Schedules
- ➤ Award Nominees
- ➤ Floor Plan and Exhibitor List
- ➤ A profile of new President R.A. Green III
- ➤ An update of AMOA committees and their progress during the past year

(photo courtesty of the Los Angeles Convention & Visitors Bureau – © 1991 Michele & Tom Grimm

With Expo '93 just weeks away, the AMOA Planning Committee has been adding the final touches to what promises to be an informative and fun-filled event. A record number of booths will fill Southern California's Anaheim Convention Center from Oct. 21-23. Show organizers are encouraging showgoers to take advantage of this once-a-year opportunity to see new products, participate in AMOA affairs, meet others in the industry and bring home new and valuable insights into the coin-op biz.



Above, the Anaheim Hilton & Towers; below, the convention center

SHOW INFORMATION

While previous Expos have always had much to offer, this year's venue is especially accommodating. The Convention Center itself is surrounded by three major hotels within easy walking distance, with another hotel just a short shuttle ride away. Add to this the close proximity of one of the world's leading theme parks and Southern California's gorgeous (almost tediously so) sunny climate and you have the ingredients for an ideal family weekend. If tradesters still need help with accommodations, they should call the Anaheim Housing Bureau at 714/999-8939.

Most of those who plan to fly know which of the four area airports they'll be arriving into. After landing, you can take a taxi or shuttle to Anaheim, or opt for a rental car and see California like a native. The AMOA has negotiated special discount rates with Alamo Car Rental for the event. To make a reservation (a 24-hour advance notice is required), call Alamo's 24-hour line at 800/732-3232.

The deadline for mail-in registration has passed, but you can still register on site at Anaheim. Registration is located in Hall C of the Convention Center during the following hours: Wednesday, Oct. 20 from 3 to 8 PM, Thursday, Oct. 21 from 8 AM to 5 PM, Friday, Oct. 22 from 8:30 AM to 5 PM and Saturday, Oct. 23 from 8:30 AM to 3 PM. Unlike previous years, badges were not mailed out in advance, but instead must be picked up in person on site along with the new "Galaxy" card.

The Galaxy Expocard is a new fea-

ture for this year's show. It is a registration and message system consisting of a card containing a computer chip, which can be used to retrieve registration information, product location, event schedules, ect. The card can even be used to pick up messages left at the message desk. Exhibitors will also use Expocard readers at their booths in order store information from showgoers who wish to know more about the products after the show.

The Exhibit Hall itself opens from 10 AM to 5 PM on Thursday, Oct. 21, and opens again on Friday, Oct. 22 and Saturday, Oct. 23, also from 10 AM to 5 PM. More than 200 companies will crowd the Convention Center floor with approximately 1,000 booths, which is likely to surpass last year's number.

OTHER ACTIVITIES

Tradesters who attend Expo '93 will probably notice that the number of educational seminars has fallen from previous shows. Although this year's seminars may be small in number, they still tackle some of the biggest issues facing the industry today, and tradesters can attend most of them and still have plenty of time to catch the action at the Exhibit Hall.

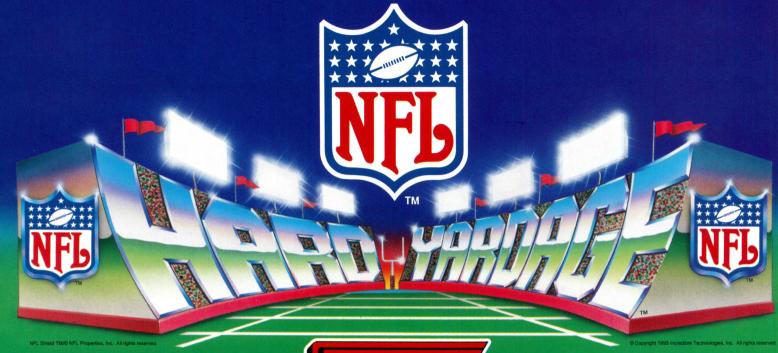
The scheduled seminars include "Saving the Family Business: Tax Implications of Changing of the Guard," "Depreciation: Learn How to Make Money...," "Vending Development From A Through Z," "Unplug the Holidays" and "Video Gaming: What's Hot? What's Not?" They will all be held at the Anaheim Hilton and Towers.

This year's Awards Show and Banquet will also be at the Anaheim Hilton and Towers, Friday, Oct. 22 from 6 to 10 PM. The industry will honor the best jukebox records and CDs of the year as well as announce the annual AMOA Games and Cigarette Vending Machine Promotion Awards. Also honored are new inductees to the "Jukebox Legends" Hall of Fame.

Headlining the banquet entertainment is Kenny Loggins (pictured next page), two-time Grammy Winner and former member of the hugely successful recording duo Loggins and Messina. Another recording artist,



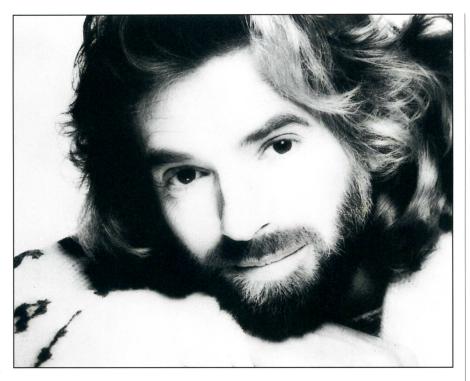
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Rita Coolidge, will stand in as emcee for the awards show. Tickets can be purchased on a first come first served

basis at the registration area.

Other activities include the AMOA Member Welcome Reception on Thursday, Oct. 21 from 6 to 8 PM, which, of course, will be done with a Disney-style welcome, and the Hesch Scholarship Raffle Drawing and Auction taking place each afternoon at 3 PM near the exhibit hall main entrance. A special drawing at 4 PM on Saturday, Oct. 23 will raffle off a sporty new "mystery" car.

With so much going on, you may not have much extra time to take in all the sights that Southern California has to offer. Luckily, Disneyland is just a crosswalk away from the Convention Center. The AMOA has secured special discount passports for Expo '93 attendees and their families to Disneyland for Oct. 23-25. The passports are good for one day only and can be purchased at the registration area.

We've tried to cover as much information as possible in the space available, but if you're in need of more, call the Expo '93 Hotline at 312/245-1021. We hope you can make it to this great event. See you there!

AMOA EXPO 1993 SHOW SCHEDULE

Wednesday, October 20

3:00 - 8:00 PM Registration Open - Anaheim Convention Center

Thursday, October 21 8:00 AM - 5:00 PM

Registration Open - Anaheim Convention Center

8:00 - 10:00 AM Educational Seminar: Saving the Family Business: Tax Implications of "Changing of the Guard" Anaheim Hilton & Towers

9:00 - 10:00 AM Distributor Hour in Exhibit Hall

10:00 AM - 5:00 PM Exhibit Hall Open

11:00 AM - 3:30 PM Spouse Program & Luncheon

11:00 AM - 1:00 PM Educational Seminar: Depreciation: Learn How to Make Money... - Anaheim Hilton & Towers

2:00 - 4:00 PM Educational Seminar: Vending Development From A Through Z - Anaheim Hilton & Towers

3:00 PM Hesch Raffle Anaheim Convention Center

6:00 - 8:00 PM Welcome Reception (for AMOA members only) - Anaheim Hilton & Towers

Friday, October 22 8:00 AM - 5:00 PM

Registration Open **Anaheim Convention Center**

8:00 - 10:00 AM AMOA Annual Business Meeting - Anaheim Hilton & Towers

9:00 - 10:00 AM Distributor Hour in Exhibit Hall

10:00 AM - 5:00 PM Exhibit Hall Open

11:00 AM - 1:00 PM Educational Seminar: Unplug the Anaheim Hilton & Towers

11:00 AM - 1:00 PM Educational Seminar: How to Write or Update Your Employee Handbook - Anaheim Hilton & Towers

3:00 PM - Anaheim Convention Center

6:00 - 11:30 PM AMOA Awards Show & Banquet - Anaheim Hilton & Towers

Saturday, October 23 8:30 AM - 3:30 PM

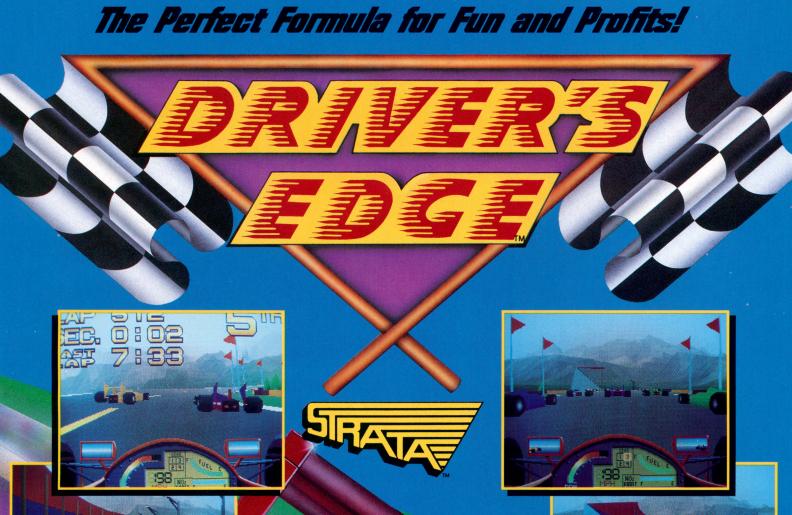
Registration Open **Anaheim Convention Center**

10:00 AM - 5:00 PM Exhibit Hall Open

Noon - 2:00 PM Educational Seminar: Video Gaming: What's Hot? What's Not? - Anaheim Hilton & Towers

3:00 PM Hesch Raffle & Drawing - Anaheim Convention Center

4:00 PM Hesch Grand Prize Drawing - Anaheim Convention Center







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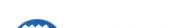
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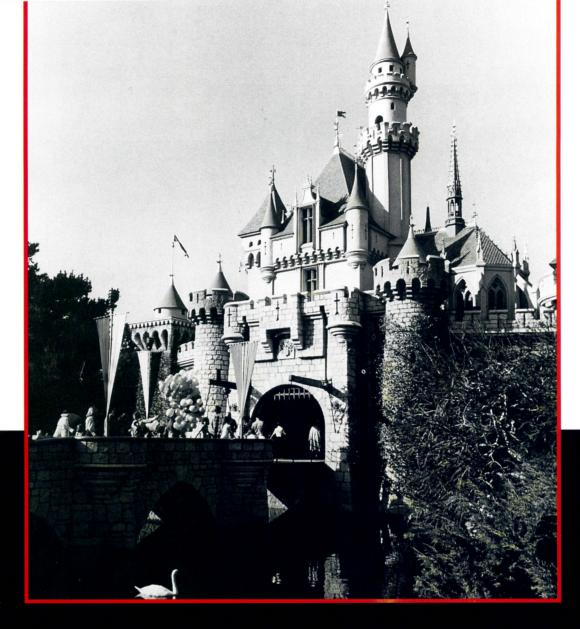
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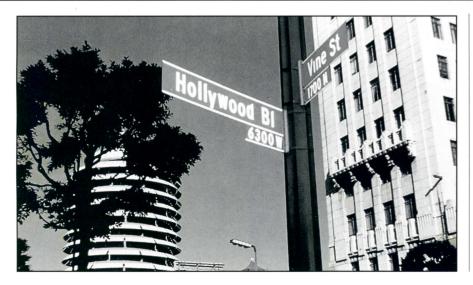
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while Disney's original park is sure to be a favorite among showgoers, Southern California is a virtual goldmine of activities and places to go

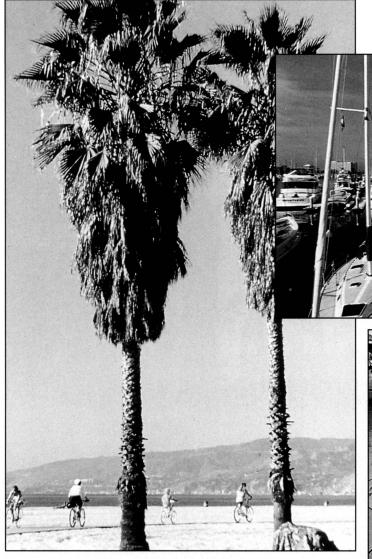


With Disneyland just a stroll across from the Anaheim Convention Center, most tradesters attending AMOA Expo '93 won't stray too far from their hotel rooms for fun outside of the show. But for the adventurous conventioneer, Southern California offers plenty of variety in things to do and places to go.

Above, Sleeping Beauty's Castle stands as the gateway into the Fantasyland area of Disneyland in Anaheim (photo courtesy of The Walt Disney Company). At left, a look at a famous intersection, that of Hollywood and Vine with the Capitol Records building at left (this and photos next page are courtesy of the Los Angeles Convention & Visitors Bureau © 1991 Michelle & Tom Grimm).

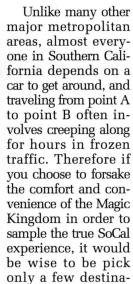
RePlay Magazine

October 1993



Pictured on this page: a look at just one of Southern California's popular beaches and our trademark palm trees, sailboats in Marina Del Rey and Mann's famous Chinese Theatre, truly a favorite spot for tourists.





tions and carefully plan your route.

If you prefer not to venture too far from Anaheim, nearby Buena Park features many attractions within close proximity of each other. Knott's Berry Farm is a theme park popular with area locals for years, and features many stores, restaurants and thrilling rides. Close to Knott's are the Movieland Wax Museum and Medieval Times dinner theater.

Of course, the beaches of Southern California have long been one of its premier attractions. Huntington and Newport Beach are close to the show and both are well known for their piers. Nearby Laguna Beach is a hangout for Orange County's artsy crowd. Further north, in Los Angeles County, is Long Beach, home port for

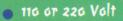
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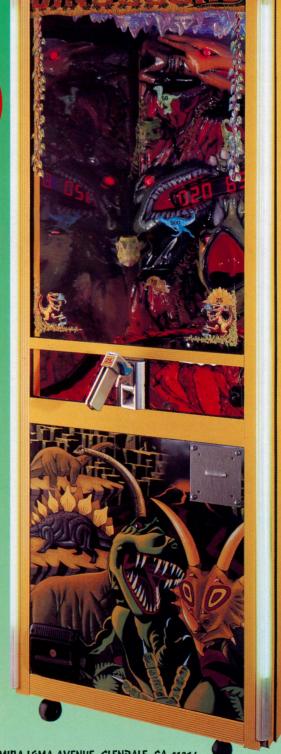
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329 MIRA LOMA AVENUE, GLENDALE, CA 91204 TELEPHONE- (818) 247-6655 FAX (818) 247-2303 the Queen Mary which offers tours, restaurants and even hotel (cabin) rooms. Proceeding up the coast, you'll run into the gorgeous boating at Marina del Rey. Next comes the funky streetlife on the boardwalk of Venice Beach (including break dancers, roller skaters, etc.). The next beach north is Santa Monica, full of quaint restaurants and shopping.

A little further north and inland from Santa Monica rests Hollywood Blvd. and its "Walk of Fame" — bronze stars embedded in the street, each bearing the name of a great entertainment personality. Although you're highly unlikely to see any actual movie stars walking these seedy streets, you can still see the footprints they left behind at Mann's Chinese Theater. If you stay on the boulevard heading east, the univer-

sally recognized Hollywood sign will eventually appear on the looming hills.

Driving through L.A. can seem like a global odyssey. Those who wish to sample many new and different cultures couldn't choose a better place. Near the downtown area resides Chinatown as well as Little Tokyo. Close to the train station is Olvera St., L.A.'s oldest avenue, which brings alive the vibrant sights and authentic sounds of neighboring Mexico. Crowding various city streets are an endless array of restaurants and shops teaming with goods from Europe, Asia and Latin America.

If you prefer a more traditional kind of shopping experience, Southern California will not disappoint you. The entire region is teaming with some of the world's finest stores and boutiques. The South Coast Plaza in Costa Mesa, one of the largest malls in the country, features over 300 stores and is just a few minutes from Anaheim. A few miles away is the slightly ritzier Fashion Island in Newport Beach with over 200 shops.

This is just a small taste of what can be found in Southern California. Most of these places are fairly well-known and any desk clerk can give you good directions. You might also want to check out the brochures in the hotel lobby or consult a good travel book. Just make sure you familiarize yourself with the major freeway systems and plan your itinerary in advance. We hope everyone attending Expo '93 enjoys their stay in the state we at RePlay like to call home.

SCHEDULE OF AMOA'S EDUCATIONAL SEMINARS

All educational seminars will be held on the 4th Floor Concourse Level at the Anaheim Hilton & Towers.

Thursday, October 21

 8 to 10 a.m. in the Avila Room Saving the Family Business: Tax Implications of "Changing of the Guard"

The toughest (and most highly penalized) business to buy or sell in the eyes of the IRS is a relative-to-relative transaction (i.e., SOB-Son of the Boss, or DOB-Daughter of the Boss). This seminar will address the in's and out's of selling the family business to another family member without adverse tax implications.

Speakers: C. Joseph Sequin, Cape Coral, Fla., and Ken Milani, University of Notre Dame, South Bend, Ind.

• 11 a.m. to 1 p.m., San Simeon Room

Depreciation: Learn How to Make Money...

This invaluable income forecasting seminar will show you how to make money by cutting your video game buying budget by 12 percent — and still buy just as many games! The secret? Understanding the tax laws affecting depreciation.

Speakers: Russell Healy and Van

Wallace, Deloitte & Touche, Salt Lake City, Utah.

2 to 4 p.m. in the Avila Room Vending Development - A Through Z

Are you currently involved in vending (i.e., snack, soda, ect.)? Are you considering becoming involved in vending? This seminar will address all aspects of vending, from its profit potential for the vending newcomer to new ideas and how to maximize returns for the veteran.

Moderator: Sharon Harris, Stan Harris & Co., Philadelphia

Friday, October 22

• 11 a.m. to 1 p.m. in the Avila Room

Unplug the Holidays

This seminar—excellent for both owners/managers and their spouses—is designed to show you how to enjoy the holidays with less stress. Too often the holidays are so busy that we forget how to relax, but this seminar will offer insights on how to make the holidays more comfortable and rewarding.

Speaker: Gale Kreibich, Human Resources Development Dept., Lutheran Hospital, LaCross, Wis.

• 11 a.m. to 1 p.m., San Simeon Room

How to Write or Update Your Em-

ployee Handbook

The employee handbook can play an integral role in communicating company policies, benefits, performance standards, ect. It also promotes fairness and consistency toward employees. This seminar will address all aspects of producing or updating this invaluable document, which all companies should have.

Speaker: Howard Schwartz, PhD., Encino, Calif.

Saturday, October 23

• Noon to 2 p.m. (location undetermined at presstime)

Video Gaming: What's Hot? What's Not?

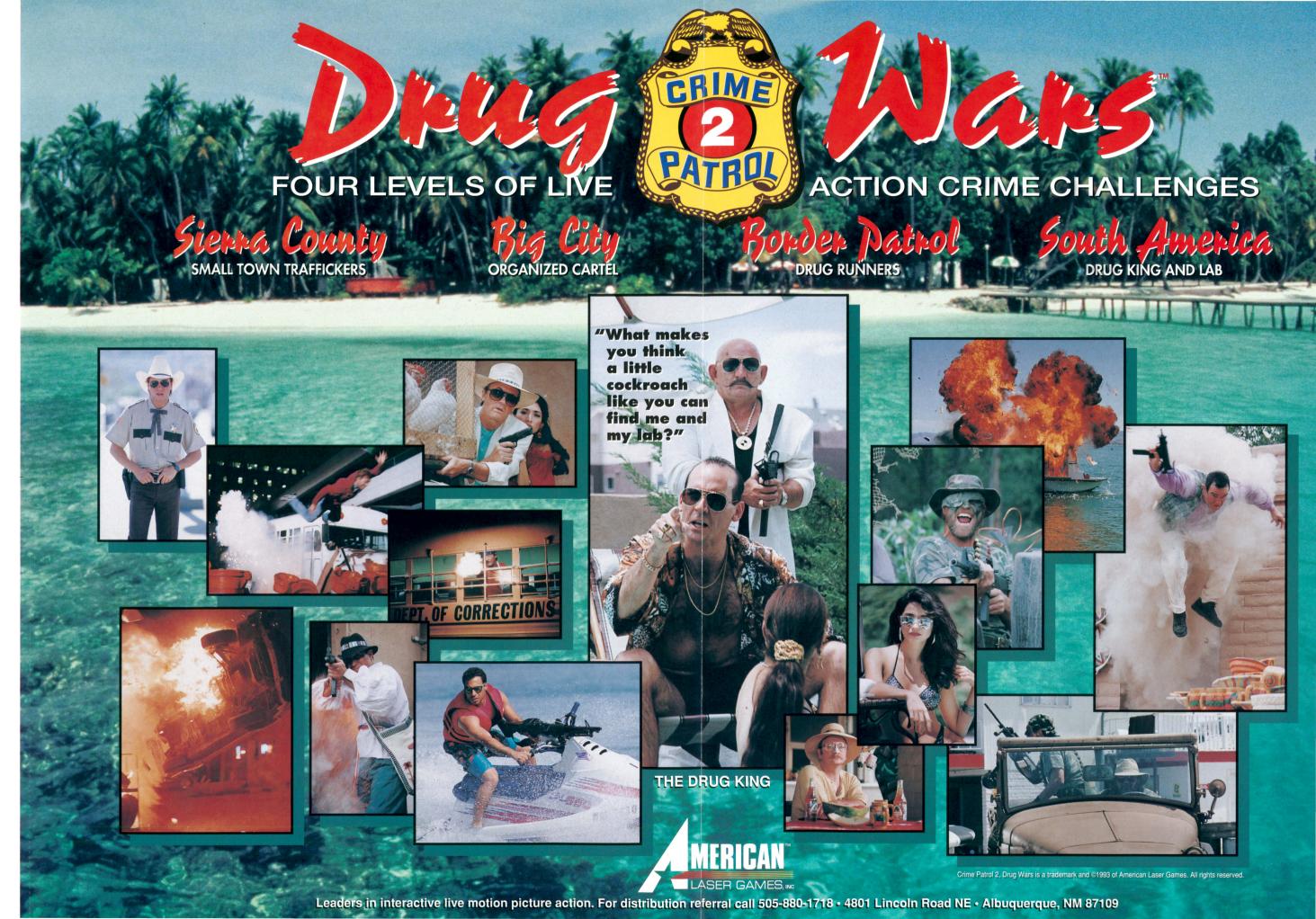
Learn about the latest developments in video gaming from where it's working and the current status of state legislation to the Indian gaming issue. This important seminar looks at the role of the private sector (i.e., operators) in this hot '90s phenomenon.

Moderator: Dean Schroeder, Musivend, Inc., Sioux Falls, S.D.

Speakers: Frank Blackburn, Baton Rouge, La.; Lars Herseth, state senator, Houghton, S.D.; and Mike Anderson, Minneapolis, Minn.

Note: This schedule is tentative. Times, locations and speakers are subject to change.





AMOA AWARD NOMINEES

the following are the nominees for the jukebox, game and cigarette vending promo awards based on earnings between June 1992 and June 1993; winners will be announced at th gala banquet and stage show

GAME AWARDS

Most Played Video Game

- Street Fighter II (Capcom)
- Lethal Enforcers (Konami)
- Mortal Kombat (Midway)
- NBA Jam (Midway)
- Virtua Racing (Sega)

Most Played Pinball Game

- Addams Family (Bally)
- Creature/Black Lagoon (Bally)
- Cue Ball Wizard Gottlieb/Premier)
- Fish Tails (Williams)
- Star Wars (Data East)
- Terminator 2 (Williams)

Most Played Conversion Kit

- Mortal Kombat (Midway)
- Street Fighter Champ (Capcom)
- Time Killer (Strata)
- X-Men (Konami)
- World Heros (SNK)

Most Innovative New Technology

- Ernie (Valley)
- Fully Electronic Opto-Switch Flippers (Williams Bally)
- Galaxy Modem Transfer (Arachnid)
- Street Games (New Image Tech.)
- Virtua Racing (Sega)

Most Played Jukebox

- Firebird (NSM)
- LaserJuke (Pioneer)
- Gala (Rock-Ola)
- LaserStar CD 100 (Rowe)
- One More Time (Wurlitzer)

Most Played Dart Game

- Galaxy (Arachnid)
- Scorpion (Merit)
- Cougar Dart (Valley)

Most Played Pool Table

- UD 2000 (Dynamo)
- Eagle (Great American Billiards)
- Shark (Grayhound)
- Cougar (Valley)

Most Played Redemption Game

- Skill Crane (Grayhound)
- Clean Sweep Crane (Smart)
- Shoot-to-Win Basketball (Smart)
- Skee-Ball
- Spin to Win (Lazer-Tron)

Most Played Other Game

- Air Hockey (Dynamo)
- Foosball (Dynamo)
- Foosball (Tornado)
- Puttin Challenge (I.C.E.)
- Shuffle Alley (Williams)
- UB-QB (National Sports)

CIGARETTE VENDING PROMOTION AWARD

- American Tobacco
- Brown & Williamson
- Lorillard
- Philip Morris
- R.J.R. Sales

JUKEBOX AWARDS

Pop Single of the Year

- Cat's in the Cradle, Ugly Joe Kid (Mercury)
- I Will Always Love You, Whitney Houston (Arista)
- Layla, Eric Clapton (Duck/Reprise)
- Little Miss Can't Be Wrong, Spin Doctors (Epic)
- To Love Somebody, Michael Bolton (Columbia)

Country Single of the Year

- Boot Scootin Boogie, Brooks & Dunn (Arista)
- Midnight in Montgomery, Alan Jackson (Arista)
- Passionate Kisses, Mary Chapin



Carpenter (Columbia)

- Romeo, Dolly Parton (Columbia)
- Tell Me Why, Wynonna Judd (MCA)
- Two Sparrows in a Hurricane, Tanya Tucker (Liberty)

R&B Single of the Year

- Comforter, Shai (Gasoline Alley)
- Freak Me, Silk (Elektra)
- I Will Always Love You, Whitney Houston (Arista)
- Mr. Wendal, Arrested Development (Chrysalis)
- Rump Shaker, Wreckx-n-Effect (MCA)

Pop CD of the Year

- America's Least Wanted, Ugly Joe Kid (Mercury)
- Pocket Full of Kyrptonite, Spin Doctors (Epic)
- Soundtrack: Bodyguard (A&M)
- Timeless (The Classics), Michael Bolton (Columbia)
- Unplugged, Eric Clapton (Duck/Reprise)

Country CD of the Year

- The Chase, Garth Brooks (Liberty)
- Hard Working Man, Brooks & Dunn (Arista)
- It's Your Call, Reba McEntire (MCA)
- Pure Country, George Strait (MCA)
- Trouble, Travis Tritt (Warner Bros.)

R&B CD of the Year

- Bobby, Bobby Brown (MCA)
- It's About Time, SWV (RCA)
- Love Deluxe, Sade (Epic)
- Soundtrack: Bodyguard (A&M)
- What's the 411?, Mary J. Blige (MCA)

Jukebox Rising Star (Male)

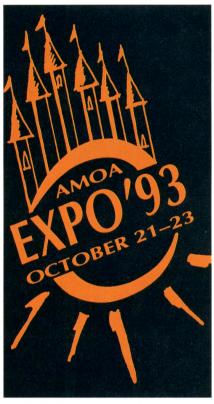
- Mark Collie (MCA)
- Toby Keith (Mercury)
- John Michael Montgomery (Atl.)
- Jon Secada (SBK)
- Snow (Eastwest)

Jukebox Rising Star (Female)

- Mary J. Blige (MCA)
- Robin S. (Big Beat/Atlantic)
- Lisa Stewart (BNA)
- Shania Twain (Mercury)
- Lari White (RCA)

Jukebox Rising Star (Group)

- Arrested Development (Chrysalis)
- Confederate Railroad (Atlantic)
- 4 Non-Blonds (Interscope)



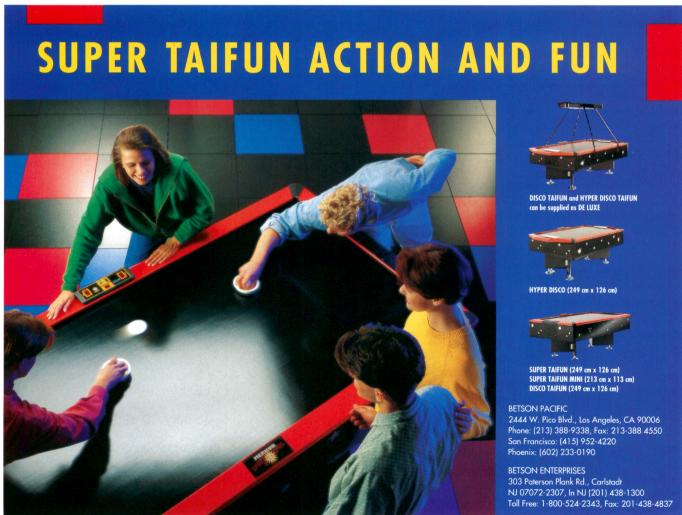
- Pearl Jam (Epic)
- Shai (Gasoline Alley)

Jukebox Legends (Living)

- Eric Clapton
- George Jones
- Paul McCartney
- Van Morrison
- Frank Sinatra

Jukebox Legends (Deceased)

- Nat King Cole
- Marvin Gave
- John Lennon
- Jim Morrison
- Marty Robbins



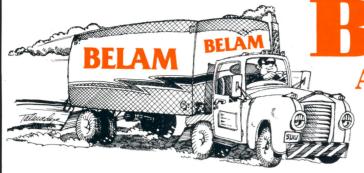


EXHIBITORS

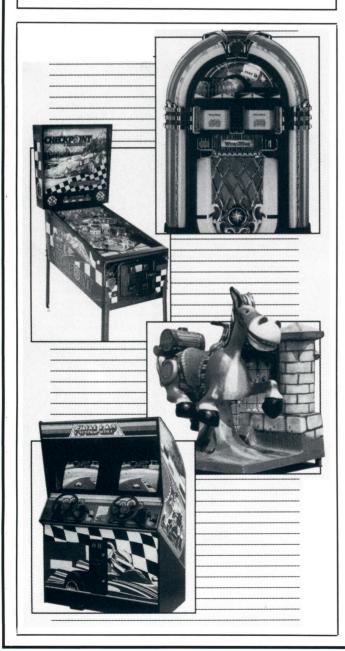
3 Koam, Inc	1079. 1081
A & F Co./Parkway Machine Corp	610 612
A & 1 CO./r arkway wacrime corp	010, 012
A.L.D. Services, Inc	1465, 1467
Ace Novelty	125-131, 224-228
Acme Premium Supply Corp	133-137 232-236
Action Lighting	115, 117
Advanced Games and Engineering	1334
All Plush, Inc.	1542 1544 1546
Alt - E-t'	
Alter Enterprises	878, 880
Alternate Worlds Technology	1092
Alvin G. & Co	1270 1201 1470 1400
Alvin G. & Co	1379, 1301, 1470, 1400
American Alpha, Inc	.1179-1181, 1278-1280
American Changer Corp	1174
American Darters Association	1007 1000
American Games, Inc	407
American International Shuffleboard	303 305 307
American Laser Games	913-916
American Sammy Corp	385-397, 484-496
Amusement Business	
Amusement Emporium Inc	
Amutec Kiddie Rides	1375
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Amutronics, Inc.	
Arachnid, Inc.	461-467, 560-566
Aristocratic Leisure Ind	
Asahi Seiko USA, Inc	
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Atari Games	E41 EE7 C40 CEC
Alan dames	341-337, 640-636
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Bafco/Kiddie Rides International	1100 1170
Base 2 Technologies	971
Baton Lock & Hardware Co	773
Bay Tek, Inc	
Bergmann U.S.A., Inc.	1548-1550
Biedermar Design Labs	
BMI	
Bob's Space Racers, Inc	861-869, 960-968
Bonita Marie International	120 140 142 144
Bottelsen Dart Co. Inc	
Brady Distributing Co	1571, 1573
Bromley Incorporated	063-067
	FOC FOO
Brown & Williamson Tobacco	
Brown & Williamson Tobacco Bulldog Amuse./Leprechaun, Inc	565, 567, 569, 571
Brown & Williamson Tobacco Bulldog Amuse./Leprechaun, Inc	565, 567, 569, 571
Brown & Williamson Tobacco	565, 567, 569, 571
Brown & Williamson Tobacco	565, 567, 569, 571 995, 997, 1094, 1096 1373
Brown & Williamson Tobacco	565, 567, 569, 571 995, 997, 1094, 1096 1373
Brown & Williamson Tobacco	565, 567, 569, 571 995, 997, 1094, 1096 1373 1335 485-503A, 584-602A
Brown & Williamson Tobacco	565, 567, 569, 571 995, 997, 1094, 1096 1373 1335 485-503A, 584-602A
Brown & Williamson Tobacco	565, 567, 569, 571 995, 997, 1094, 1096 1373 1335 485-503A, 584-602A .1395-1397, 1494-1496
Brown & Williamson Tobacco Bulldog Amuse. Zieprechaun, Inc. Bundra Games Corp California Games, Inc. Canadian Coin Box Magazine Capcom USA Carousel Inernational Corp Catch the Chance Inc.	565, 567, 569, 571 995, 997, 1094, 1096 1373 485-503A, 584-602A .1395-1397, 1494-1496
Brown & Williamson Tobacco Bulldog Amuse. Zieprechaun, Inc. Bundra Games Corp California Games, Inc. Canadian Coin Box Magazine Capcom USA Carousel Inernational Corp Catch the Chance Inc CDS (formerly C.D. Jukebox Kit Co.).	565, 567, 569, 571 995, 997, 1094, 1096 1373 485-503A, 584-602A .1395-1397, 1494-1496 177, 179
Brown & Williamson Tobacco Bulldog Amuse. Zieprechaun, Inc. Bundra Games Corp California Games, Inc. Canadian Coin Box Magazine Capcom USA Carousel Inernational Corp Catch the Chance Inc CDS (formerly C.D. Jukebox Kit Co.).	565, 567, 569, 571 995, 997, 1094, 1096 1373 485-503A, 584-602A .1395-1397, 1494-1496 177, 179
Brown & Williamson Tobacco Bulldog Amuse. Zieprechaun, Inc. Bundra Games Corp California Games, Inc Canadian Coin Box Magazine Capcom USA Carousel Inernational Corp Catch the Chance Inc CDS (formerly C.D. Jukebox Kit Co.). Century Vending	565, 567, 569, 571 995, 997, 1094, 1096 1373 485-503A, 584-602A .1395-1397, 1494-1496 177, 179 1234 1469, 1471
Brown & Williamson Tobacco Bulldog Amuse./Leprechaun, Inc. Bundra Games Corp California Games, Inc Canadian Coin Box Magazine Capcom USA Carousel Inernational Corp Catch the Chance Inc CDS (formerly C.D. Jukebox Kit Co.). Century Vending Chicago Lock Co	565, 567, 569, 571 995, 997, 1094, 1096 1373 485-503A, 584-602A .1395-1397, 1494-1496 177, 179 1234 1469, 1471
Brown & Williamson Tobacco Bulldog Amuse./Leprechaun, Inc. Bundra Games Corp. California Games, Inc. Canadian Coin Box Magazine. Capcom USA Carousel Inernational Corp. Catch the Chance Inc. CDS (formerly C.D. Jukebox Kit Co.). Century Vending Chicago Lock Co. Classic Inc.	565, 567, 569, 571 995, 997, 1094, 1096 1373 485-503A, 584-602A .1395-1397, 1494-1496 177, 179 1234 1469, 1471 309
Brown & Williamson Tobacco Bulldog Amuse. Zieprechaun, Inc. Bundra Games Corp California Games, Inc. Canadian Coin Box Magazine Capcom USA Carousel Inernational Corp Catch the Chance Inc CDS (formerly C.D. Jukebox Kit Co.). Century Vending Chicago Lock Co Classic Inc Clever Devices Ltd.	565, 567, 569, 571 995, 997, 1094, 1096 1373 485-503A, 584-602A .1395-1397, 1494-1496 177, 179 1234 1469, 1471 309 1445-1449
Brown & Williamson Tobacco Bulldog Amuse. Zieprechaun, Inc. Bundra Games Corp California Games, Inc. Canadian Coin Box Magazine Capcom USA Carousel Inernational Corp Catch the Chance Inc CDS (formerly C.D. Jukebox Kit Co.). Century Vending Chicago Lock Co Classic Inc Clever Devices Ltd.	565, 567, 569, 571 995, 997, 1094, 1096 1373 485-503A, 584-602A .1395-1397, 1494-1496 177, 179 1234 1469, 1471 309 1445-1449
Brown & Williamson Tobacco Bulldog Amuse. /Leprechaun, Inc. Bundra Games Corp California Games, Inc. Canadian Coin Box Magazine Capcom USA Carousel Inernational Corp Catch the Chance Inc CDS (formerly C.D. Jukebox Kit Co.). Century Vending Chicago Lock Co. Classic Inc Clever Devices Ltd Coastal Amusement Distributors	565, 567, 569, 571995, 997, 1094, 10961373485-503A, 584-602A .1395-1397, 1494-1496177, 17912341469, 14713091445-14491553361-371, 460-470
Brown & Williamson Tobacco Bulldog Amuse./Leprechaun, Inc. Bundra Games Corp	565, 567, 569, 571995, 997, 1094, 10961373485-503A, 584-602A .1395-1397, 1494-1496177, 1791234469, 14713091445-1449513361-371, 460-470
Brown & Williamson Tobacco Bulldog Amuse. /Leprechaun, Inc. Bundra Games Corp California Games, Inc. Canadian Coin Box Magazine Capcom USA Carousel Inernational Corp Catch the Chance Inc CDS (formerly C.D. Jukebox Kit Co.). Century Vending Chicago Lock Co. Classic Inc Clever Devices Ltd Coastal Amusement Distributors	565, 567, 569, 571995, 997, 1094, 10961373485-503A, 584-602A .1395-1397, 1494-1496177, 1791234469, 14713091445-1449513361-371, 460-470
Brown & Williamson Tobacco Bulldog Amuse./Leprechaun, Inc. Bundra Games Corp California Games, Inc. Canadian Coin Box Magazine. Capcom USA. Carousel Inernational Corp. Catch the Chance Inc. CDS (formerly C.D. Jukebox Kit Co.). Century Vending. Chicago Lock Co Classic Inc. Clever Devices Ltd. Coastal Amusement Distributors Coin Acceptors, Inc. Coin Bill Validator, Inc.	565, 567, 569, 571995, 997, 1094, 10961373485-503A, 584-602A .1395-1397, 1494-1496177, 1791234
Brown & Williamson Tobacco Bulldog Amuse./Leprechaun, Inc. Bundra Games Corp California Games, Inc Canadian Coin Box Magazine Capcom USA Carousel Inernational Corp Catch the Chance Inc. CDS (formerly C.D. Jukebox Kit Co.). Century Vending Chicago Lock Co Classic Inc Clever Devices Ltd. Coastal Amusement Distributors Coin Bill Validator, Inc Coin Concepts, Inc	565, 567, 569, 571995, 997, 1094, 10961373335485-503A, 584-602A .1395-1397, 1494-1496177, 1791469, 14713091445-1449319361-371, 460-470340, 3421475, 1477
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Brown & Williamson Tobacco Bulldog Amuse./Leprechaun, Inc. Bundra Games Corp	565, 567, 569, 571995, 997, 1094, 10961373485-503A, 584-602A .1395-1397, 1494-1496177, 17912341469, 14713091445-1449361-371, 460-470340, 3421475, 1477 .1239-1245, 1338-1344409561, 563
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Brown & Williamson Tobacco Bulldog Amuse./Leprechaun, Inc. Bundra Games Corp California Games, Inc. Canadian Coin Box Magazine Capcom USA Carousel Inernational Corp Catch the Chance Inc. CDS (formerly C.D. Jukebox Kit Co.). Century Vending Chicago Lock Co Classic Inc. Clever Devices Ltd Coastal Amusement Distributors Coin Bill Validator, Inc Coin Concepts, Inc Coin Concepts, Inc Coin ConneXion/Video Lottery Assoc. Coin Connexion/Video Lottery Assoc. Coin Journal Co., Ltd Coin Mechanisms Competitive Products Corp Compuline, Inc Condor Creations	565, 567, 569, 571995, 997, 1094, 10961373485-503A, 584-602A .1395-1397, 1494-1496177, 17912341469, 1471
Brown & Williamson Tobacco Bulldog Amuse./Leprechaun, Inc. Bundra Games Corp California Games, Inc. Canadian Coin Box Magazine Capcom USA Carousel Inernational Corp Catch the Chance Inc CDS (formerly C.D. Jukebox Kit Co.). Century Vending Chicago Lock Co. Classic Inc Ciever Devices Ltd Coastal Amusement Distributors Coin Acceptors, Inc Coin Bill Validator, Inc Coin Concepts, Inc Coin Concepts, Inc Coin Controls International Coin Journal Co., Ltd. Coin Mechanisms Competitive Products Corp Computine, Inc	565, 567, 569, 571995, 997, 1094, 10961373485-503A, 584-602A .1395-1397, 1494-1496177, 17912341469, 1471
Brown & Williamson Tobacco Bulldog Amuse./Leprechaun, Inc. Bundra Games Corp	565, 567, 569, 571995, 997, 1094, 10961373485-503A, 584-602A .1395-1397, 1494-1496177, 179
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Brown & Williamson Tobacco Bulldog Amuse./Leprechaun, Inc. Bundra Games Corp California Games, Inc. Canadian Coin Box Magazine Capcom USA Carousel Inernational Corp Catch the Chance Inc CDS (formerly C.D. Jukebox Kit Co.). Century Vending Chicago Lock Co Classic Inc Clever Devices Ltd. Coastal Amusement Distributors Coin Acceptors, Inc Coin Bill Validator, Inc Coin Concepts, Inc Coin Concepts, Inc Coin ConneXion/Video Lottery Assoc Coin Controls International. Coin Journal Co., Ltd Competitive Products Corp Compuline, Inc Condor Creations Conlux U.S.A. Corp D & R Industries Dan Brechner & Co. Inc	565, 567, 569, 571995, 997, 1094, 10961373485-503A, 584-602A .1395-1397, 1494-1496177, 17912341469, 14713091445-1449340, 3421475, 1477 .1239-1245, 1338-1344409561, 56311158, 1601369
Brown & Williamson Tobacco Bulldog Amuse./Leprechaun, Inc. Bundra Games Corp California Games, Inc. Canadian Coin Box Magazine Capcom USA Carousel Inernational Corp Catch the Chance Inc. CDS (formerly C.D. Jukebox Kit Co.). Century Vending Chicago Lock Co Classic Inc. Clever Devices Ltd. Coastal Amusement Distributors Coin Acceptors, Inc. Coin Bill Validator, Inc. Coin Concepts, Inc. Coin ConneXion/Video Lottery Assoc. Coin Controls International. Coin Journal Co., Ltd. Coin Mechanisms Competitive Products Corp. Compuline, Inc. Condor Creations Conlux U.S.A. Corp. D & R Industries	565, 567, 569, 571995, 997, 1094, 10961373485-503A, 584-602A .1395-1397, 1494-1496177, 17912341469, 14713091445-1449340, 3421475, 1477 .1239-1245, 1338-1344409561, 56311158, 1601369
Brown & Williamson Tobacco Bulldog Amuse./Leprechaun, Inc. Bundra Games Corp California Games, Inc. Canadian Coin Box Magazine Capcom USA Carousel Inernational Corp Catch the Chance Inc CDS (formerly C.D. Jukebox Kit Co.). Century Vending Chicago Lock Co. Classic Inc Ciever Devices Ltd Coastal Amusement Distributors Coin Bill Validator, Inc Coin Bill Validator, Inc Coin Concepts, Inc Coin Concepts, Inc Coin Controls International Coin Journal Co., Ltd. Coin Mechanisms Competitive Products Corp Compuline, Inc Condor Creations Conlux U.S.A. Corp D & R Industries Dan Brechner & Co. Inc Dart Mart Inc	565, 567, 569, 571995, 997, 1094, 10961373485-503A, 584-602A .1395-1397, 1494-1496177, 1791234469, 14713091445-14491553361-371, 460-470340, 3421475, 1477 .1239-1245, 1338-1344409561, 563411158, 16051212731374123912731374
Brown & Williamson Tobacco Bulldog Amuse./Leprechaun, Inc. Bundra Games Corp California Games, Inc. Canadian Coin Box Magazine Capcom USA Carousel Inernational Corp. Catch the Chance Inc. CDS (formerly C.D. Jukebox Kit Co.). Century Vending Chicago Lock Co Classic Inc. Clever Devices Ltd. Coastal Amusement Distributors Coin Bill Validator, Inc. Coin Concepts, Inc Coin Concepts, Inc Coin Concepts Inc Coin Controls International. Coin Journal Co., Ltd Coin Mechanisms. Competitive Products Corp Condor Creations. Conlux U.S.A. Corp D & R Industries Dan Brechner & Co. Inc Dart World Inc Dart World Inc	565, 567, 569, 571995, 997, 1094, 10961373485-503A, 584-602A .1395-1397, 1494-1496177, 17912341469, 1471
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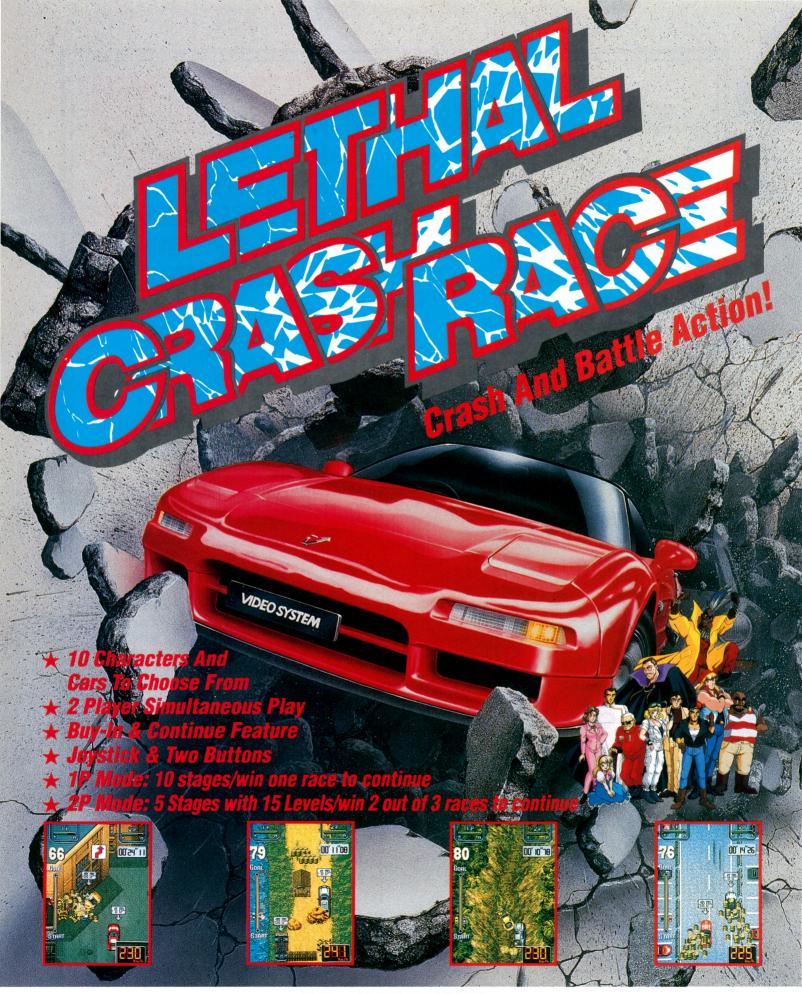
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ATRUE SOUTHERN GENTLEMAN So. Carolina's young R.A. Green III is AMOA's 1993-94

president; outspoken in public, he's a decisive man of action when it counts

Remember that early scene in "Gone With the Wind" where the menfolk of Georgia's aristocracy are debating the coming War Between the States? Hotheaded plantation owners make long speeches about how one blue-blooded Southerner is worth a dozen Yankees on the battle-field.

While all this is going on, a certain "gentleman from Charleston, South Carolina" is quietly watching and listening with amusement from the sidelines. Finally the man from Charleston speaks up and, with just a few words, demolishes the others' dreams of glory.

"Have you considered how many iron foundries, cannon factories and warships the North owns?" Rhett Butler asks. "All we have is cotton, slaves, and arrogance. The Yankees would whip us in a month."

AMOA's next president is also from South Carolina. R.A. Green III may shy away from the comparison, but judging from what close friends say about him, he has some important qualities in common with the state's most famous literary character.

R.A. is a man of few, but powerful, words. He believes in decisive action, not blustery talk. In a meeting he's a keen and thoughtful listener who can go for hours without speaking, coolly absorbing information and figuring out his position, poker-faced.

But when he does stand up and talk, R.A. jumps straight to the bottom line with a few blunt, well-chosen sentences that decisively define the issue...and leave no doubt where he stands. "R.A.'s greatest strength is to cut to the issue and deal with it," said outgoing AMOA president Craig Johnson. "He doesn't want to do a lot of footwork with side matters, and I admire that."

"R.A. likes straightforward talk with no candy coating," chuckled fellow AMOA officer Randy Chilton. "He takes his commitment to the industry very seriously. Rather than sounding off with a lot of opinions, he often believes in making his point by doing something. For instance, as chairman of the Hesch scholarship fund he didn't talk a lot about issues at every meeting. He just went out and raised a ton of money."

TAKING THE HELM

R.A. Green III takes the AMOA helm on Oct. 23; he turns 40 on October 29. Is he ready for the president's job? He answers without hesitation: "Yes, sir! It's going to be a big year in my life. It's been a lifelong dream of mine to serve as AMOA president. This year, that dream will come true."

Now that he's in the driver's seat, what are R.A.'s goals for AMOA? He says it's not so much a question of imposing his own agenda, as helping the industry survive and prosper by adapting to massive changes in the business environment.

"I really think outside forces will shape how our industry will do business," he said. "We're market-driven by consumer wants. Our player base is becoming extremely sophisticated. It's not afraid of computers and certainly not afraid of new concepts. I think the coin machine industry will have to rise to meet that challenge.

"If anything is constant in our business, it's change," R.A. continued. "Every few years, our industry goes through a technological revolution. We're on the verge of one now. Each time our industry makes a large swing to a more advanced product, we lose a certain percentage of operators. The less-informed operators get lost in the change. The market leaves them behind. Most of the time, these are the same operators who do not belong to or participate in his local, state or national association. They have no inside source of information and therefore are not prepared for market changes."

OPERATING WILL CHANGE

Operators must adapt to these changes, R.A. believes. "The traditional operator must change how he does business if he's going to survive," he asserted. "We've got some new competitors in the marketplace. I'm concerned that if the AT&Ts, Time-Warners and other giants can offer a product we can't offer to locations, then the question is no longer: 'can you satisfy the location owner?' The new question will be: 'can you



Rosemary Coin Machine celebrated its 35th anniversary in '92. At the celebration are (front row): Lisa Green Anderson, Carolyn and Royce Green, Mary Lee Green and Jane Green Roberts. Behind them are Elizabeth Green Mosely and new AMOA president R.A. Green III.



satisfy the demands of the general public?""

According to R.A., the world's ongoing technological revolution will require operators to work together with the same kind of political savvy on a national level, that strong state associations have demonstrated on the local level. And the best vehicle for that type of cooperation, he said, is AMOA.

"AMOA is the only trade organization in the United States that's primarily an operator association and is capable of representing the operators on the national level in legislative, business, regulatory and technological issues," R.A. explained. "AMOA's greatest strength, without a doubt, is its members. In that sense AMOA is like any large company: your greatest asset is always your people.

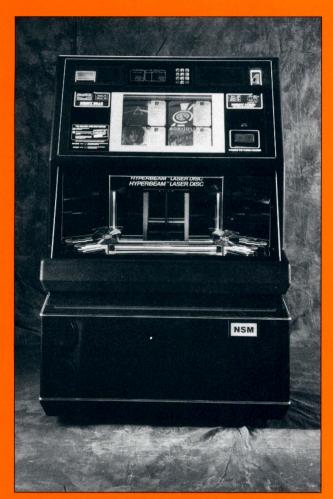
"Everyone who is involved in this industry needs to remember AMOA was founded to fight adverse legislation and taxation," he said. "We should be, first and foremost, a national political organization. We should strive to expand and coordinate our political base. We have over 5,000 operators in this country. That number alone is significant, but can you imagine how many accounts those 5,000 operators represent? Talk about your sleeping giants! If we can unify this group on a national level, imagine what this industry could accomplish."

R.A. points to AMOA President Craig Johnson's recent success with tax depreciation, and to the British industry's new income from a pound coin, as examples of the dramatic results that a strong association can win from successful political activism.

A LIFELONG DREAM

R.A.'s "lifelong dream" to serve as AMOA president was sparked when he was growing up, the son and grandson of two hardworking operators. His earliest memory of the trade dates back to age five or six, when he rode with his dad in the pickup making service calls. He started working in the family arcades at age 11, redeeming coupons, making change, cleaning the glass and sweeping the floor.

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At AMOA's legislative conference in 1992, R.A. Green III visits with Rep. Arthur Ravenal (R-S.C.)

"I remember how I loved the AMOA convention," R.A. smiles today. "All those free games! At the age of 10, my dream of being AMOA president was an opportunity to play all the free games I wanted in those wonderful places that had a TV in every room and even had room service.

"My grandfather never dispelled that vision, but instead planted a seed," R.A. recalls. "If that is what you really want, he said, it can be yours. Looking back now, I'm not sure this whole thing wasn't his idea. My grandfather's portrait hangs in my office. Sadly, he never lived long enough to see this part of that dream

come true, but you can take my word for it: wherever he is today, he's smiling!"

WELL POSTITIONED TO LEAD

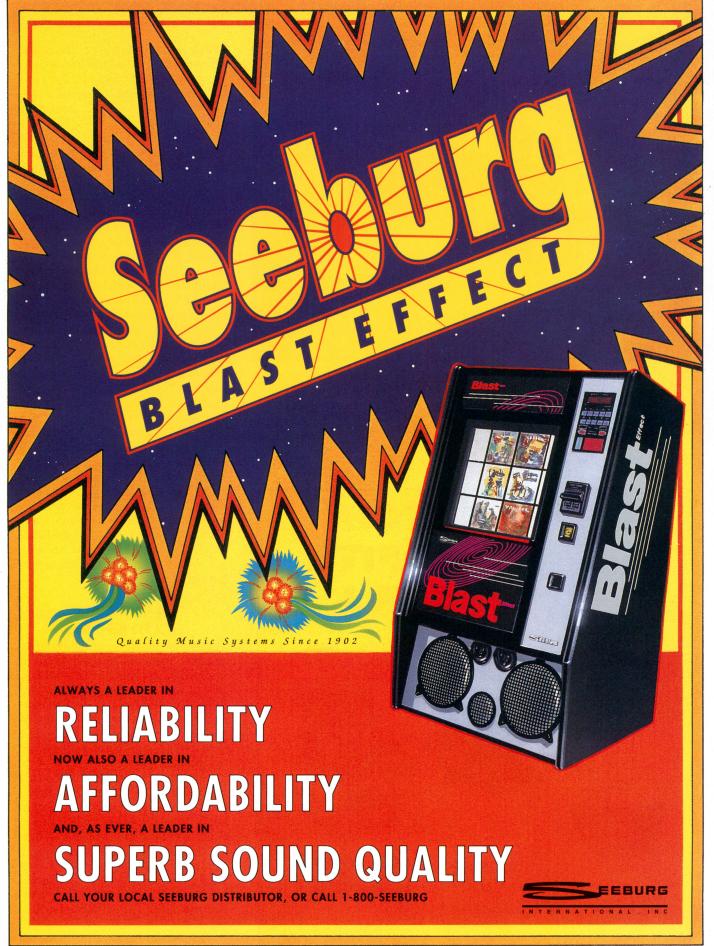
As an operator, R.A. is well-positioned to help continue leading operators into a very different future. He's president of a large family-run operating business called Rosemary Coin Machines. (Myrtle Beach, S.C.), and he's on the cutting edge of coin-op in several ways. He's highly pro-computer, for example (Rosemary Coin upgraded its system to 486's last year).

"When you start traveling for AMOA, you have a lot of time on airplanes to read trade magazines and other printed materials," R.A. pointed out. "Without the disruptions of constant phone calls and meetings, you can go through it pretty fast. So I got a laptop and made my travel time productive. We've come a long way from the days when Rosemary Coin got its first computer over 10 years ago. For what they cost today and how they



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R.A. smiles broadly as he watches his wife, Paula, take aim. They were having fun with target practice at the FBI firing range during a tour that was part of the 1992 legilative conference.

can help your business, every business should have one."

R.A. is also on the cutting edge because his state has long experience with legalized gaming. Many view gaming as a key "market of the future," and it certainly is a market that must be constantly defended

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with keen political savvy. Today the Rosemary Coin Machines route comprises over 2,000 pieces in 19 counties; video poker machines are a very important part of the mix...and so is political activism.

"At least, video poker is important for the next 14 months," R.A. said dryly. "We have a public referendum in November of 1994. It will be an exact repeat of what happened in South Dakota. The question will be put directly to voters on the ballot: do you approve or disapprove of these games? If they say no, we're out of that business." R.A. estimates that South Carolina operators will spend over \$2.5 million on pro-gaming ad campaigns between now and then.

And if legal gaming should disappear in the state, Rosemary Coin is ready for that, too. According to fellow AMOA officer Tami Norberg-Paulsen, "I believe R.A. was one of the first, if not the very first, among operators in South Carolina to run leagues. He showed vision and discipline by saying 'If legal gaming doesn't last forever, I want to be up to speed with the rest of the country.' He bit the bullet, hired a pro and sent him to the Midwest to learn how it's really done. Now Rosemary Coin runs a very fine and professional league program, which is a real tribute to R.A.'s business acumen and foresight."

A TYPICAL SOUTHERNER

Beyond his views of the industry and the issues, readers will want to know who Royce Alton Green III is, as a person. One way to explain him is to say that he's a Southerner. Southerners are famously proud of their family heritage, for example... and AMOA's new president is no exception.

He traces his coin-op roots to his grandfather R.A. Green ("the first") who founded Rosemary Amusement back in 1957. R.A.'s father Royce Green has been in the business since 1958 and now runs Green Coin, a multi-state distributorship. R.A. is a family man who is very, very proud of his wife Paula and their three children: Royce, 15; Mikkel, 10; and Sarah, six.

"Paula runs her own business, the

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Garden City Pier, but she's always been a terrific supporter — all those 10PM suppers!" R.A. said. Paula has graciously accepted the responsibilities of being AMOA's new first lady. She says she's looking forward to helping him make 1994 a memorable year for AMOA.

R.A. is also quite proud of, and grateful to, his partners (and corporate officers in Rosemary Coin Machines ...who just happen to be his sisters Elizabeth Mosely, Lisa Anderson and Jane Roberts. They all live and work in Florence, 75 miles from R.A.'s office in Myrtle Beach. R.A. said he was grateful to his family and his staff for allowing him the opportunity to serve as AMOA president. "Without help and support from those folks, I wouldn't be going," he said simply.

He's intensely loyal and generous to friends. Tami-Norberg Paulsen, who's known him since childhood, said: "R.A. Green is one of the most kindhearted people I've ever met. He has a heart of gold and would do anything for someone he considered a friend. His wife Paula is the same way; they're fantastic folks — really a treasure and pleasure to know."

Being a Southerner also means being aware of the importance of where you come from, being aware of regional differences, and working extra hard to build bridges of understanding to people from other places, other markets, other philosophies. R.A. qualifies on all counts.

"We're all in the same business, but sometimes we find ourselves in different situations," he said. "Nothing works for everybody. Most of what you can do in my job is listen. And sometimes you can help. You can share information with people about what other folks are doing — but you'd better be careful about what sort of advice you give!"

"South Carolina's market is unique because of legal gaming," AMOA's Randy Chilton observed. "But R.A. has made great effort to acknowledge and truly understand the different operating environments of other regions."

Southerners like to say "we work

hard and we play hard" — and this also applies to R.A., an outdoorsman who hunts and fishes. When the workday is done, a real son of Dixie prides himself on knowing how to have a good time. Relaxing among friends, R.A. is a boisterous, high-spirited, fun-loving fellow with a keen sense of humor and a long, hearty laugh when something tickles his fancy (often it's some wry observation of his own).

THE NEW BREED

R.A. is one of the "new breed" of college-educated operators. He went to Anderson Jr. College and transferred to Coastal Carolina College. But he's also a graduate of the Operator Street School of Hard Knocks. "My last two years at Coastal, I went to school and ran the Myrtle Beach route," he recalled.

His AMOA experience has been varied and full of responsibilities. Currently R.A. serves on 12 AMOA committees. He is Expo chairman for 1993. As co-chair of the Government

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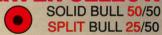
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Relations Committee, he headed the Washington Conference in 1991. "During the progression through secretary, treasurer, and first vice president chairs, you automatically serve on a variety of committees," R.A. observed. "Many are steering committees that deal with policy and budget matters."

R.A. ran the Hesch scholarship committee for three years, establishing its auctions. "We jump-started funding for Hesch," he said. "The AMOA board took a chance on something new, our equipment raffles. It worked and now, eight years later, we've got over \$700,000 in the fund. It will reach \$1 million by 1996. Along the way," R.A. continued, "Hesch has awarded \$136,000 in scholarships. As this fund grows, AMOA will be able to raise its level of commitment to multi-year scholarships."

"If have to look back and point to my one biggest accomplishment to date," R.A. said, "it's my work on the Hesch scholarship fund. Long after we're all gone and forgotten, it will still be providing educational opportunities." the project has always had a hardworking committee, R.A. added, "but special thanks need to go to John Newberry and Don Hesch. Both have chaired this committee and done a wonderful job."

LOOKING FORWARD

R.A. called his just-finished year as AMOA First VP "exciting and educational. You have the opportunity to be introduced to the more intricate workings of AMOA's day to day affairs," R.A. reflected. "You learn that being president will be a full-time job." During 1993, R.A. made 16 out of town trips on AMOA's behalf.

"I now understand why the nominating committees are so insistent that nominees be willing to place their businesses in others' hands," he grinned. "I've done that for the last six months: my management team is in place! If you call my Myrtle Beach office now, you'll find Doug Strickland and Louise Welch have taken my place. Doug started with me 18 years ago, at age 17; now he's responsible for day-to-day operations. Louise has taken over my administrative and customer relations duties."

Outgoing AMOA president Craig Johnson is confident he's handing the reins over to a good man. "R.A. knows that our industry is 100% driven by the cash box," Craig said. "He understands better than many people that the point isn't how we divide that cash box, but how we increase it. He's very serious about taking on the role of AMOA president and providing some leadership and direction. I'm quite impressed with him."

The next AMOA president believes the key public function of his new post is to act as AMOA's goodwill ambassador. "I've seen all of it as fun," he said of his AMOA trips so far. "I'm looking forward to traveling the country and the world for AMOA. If the treatment and hospitality I've received on AMOA trips this summer is any indication, I have a wonderful year in store, meeting great people and making great friends."

Congratulations, Mr. President... and good luck, R.A.!



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by Wally Bohrer, chairman, AMOA Government Relations Committee



THE ART OF POLITICS

AMOA's Government Relations Committee helps members get the full benefits of involvement in the political system

AMOA members continue to realize the importance of being involved with our political system. Now that AMOA has established an excellent relationship with the U.S. Congress and hundreds of the staff people, we have the opportunity to prevail in some very important causes. It is important that we remember that individual liberty, limited government and unrestricted free enterprise, are responsible for affluence and preeminence of America. Yet daily these ideas are under attack, often by forces with an insufficient appreciation of their values.

Whatever the issue might be, AMOA members must set the terms of the debate and establish the coin machine operators' agenda. This requires the will to prevail and the will to prepare. The will to prepare is often more difficult and it is here that the AMOA Government Relations Committee hopes to be of the most help to its members.

Some AMOA members are under economic attack because of federal government mandates such as Native American privileges. AMOA must tell our government that government should treat all people alike. Everyone should be equal under the law. This requires uniformity of applications. What government does for one, it should do for all...and what it is unable to do for all, it should do for none. Special privileges are inequitable and they corrupt the very nature of a democratic free society.

Democracy means getting involved. Many issues currently face this industry—technology, video lot-

tery, Indian gaming, taxes, jukebox licenses...and the list continues. Resolving, these issues will depend on the operators' involvement. Some of these issues may be exciting opportunities. The operators' involvement is vital to the evolution of this industry.

Supporting AMOA is your opportunity to be a player. An AMOA task force has been working on the high technology issue and will soon publicize the results of their work. As the technology changes, our business will change. Consequently, representing the Amusement & Music Operators Association, I have accepted an invitation to join the Telecommunications Task Force of the American Legislative Exchange Council (ALEC), a private lobbying group comprised of state legislators from across America, in concert with freedom-minded private business-

The amusement industry can be a part of shaping public policy through this task force as it addresses future government guidelines. Our industry has been a valuable ally historically in the development of new technology and we should continue this role. The public locations we enhance with entertainment are a viable market for educational services. They are valuable due to the widespread public acceptance of our machines, and the point-to-point coverage we provide, putting machines in every viable location in America. These values, together with our trade's successful history of introducing new technologies into the market, are a unique

strength of the coin machine industry.

Recently, ALEC's Telecommunications Task Force published a report titled "The Distance Learning Revolution: Revitalizing American Education Through Telecommunications." This report recommends a revitalization of America's education systems, using advanced communication systems designed to simultaneously carry voice, data and video.

The report further suggests telecommunication companies work through vast fiberoptic "information highways" that will transport the classroom to the home. Two-way interaction through these fiberoptic lines will enable students anywhere to participate in the classroom as if they were there. Improved interaction with teachers, combined with computerized learning aids, will improve the way in which students learn.

There are several major hurdles that have to be to be overcome. The first will be to install the fiberoptic networks needed to support "The Distance Learning Revolution." The second will be developing the computerized curriculum required for all grade levels. The third, and perhaps greatest, hurdle will be persuading the American public to buy the home equipment needed to receive the educational programming sent over fiberoptic networks.

We need to meet this challenge, for the profitability for all concerned parties. The amusement industry is in every crossroads of America, and we've been providing free-standing entertainment to the public using

state-f-the-art technology for more than 100 years. As you may remember, in 1989 Congress passed a commemorative Resolution honoring a basic amusement industry commodity, the jukebox, and all that it did for America. Jukeboxes are one of the first publicly accessible machines to monitor customer usage data. This was before the arrival of radio. Jukebox parlors became a primary source of sound-bite recorded news for many Americans...yes, you could actually hear the daily news on an Edison recording! Jukebox parlors were the only place one could hear recorded sound, because home phonographs were just entering the market and were very expensive. Therefore, pay-for-play was born.

Our industry also played a key role in creating widespread acceptance for personal computers. The first computers most Americans ever used were video games, distributed throughout America as coin-operated amusement machines. The success of coin-operated video games lead to the development of the Atari home game, that later became a personal computer with the addition of a keyboard. The excitement and user-friendliness created by computer games (and the risk-free, pay-as-you-play marketing strategies pioneered by amusement industry businessmen) played a key role in ensuring the widespread acceptance of the personal computer.

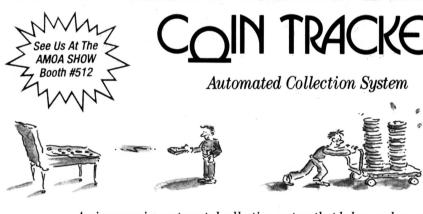
As with most industries, computer technology has subjected the amusement industry to continuous upheaval. Unlike the home market however, the amusement industry is highly resilient. We have learned to profit from rapid technological change, while investing in equipment and creating thousands of jobs. The promise of fully interactive networks in the home is one more challenge that we must face.

It is critical that we meet this demand for computer networks throughout the country. Studying the history of the telephone provides clues on how these objectives might be accomplished. Initially the telephone was only available to businesses and in public places such as the

local general store. As the advantages of phone service became obvious, demand for service in the home grew.

Similarly, interactive networks delivering educational services to the public should first be installed in public places. They should be supported by businesses, so that the benefits of these services can be displayed as widely as possible, with the least risk and cost to the consuming public. Our industry's opportunity to create a public network of this type is obvious. Not only must the network reach every corner of America; its developers must be willing to install thousands of publicly accessible-terminals that can handle voice, data and video. The public must be able to use the services the network offers on a pay-per-view basis at a cost that is not prohibitive. In addition, programming must be developed that motivates use of the network and actually has a chance to improve student scholastic standing.

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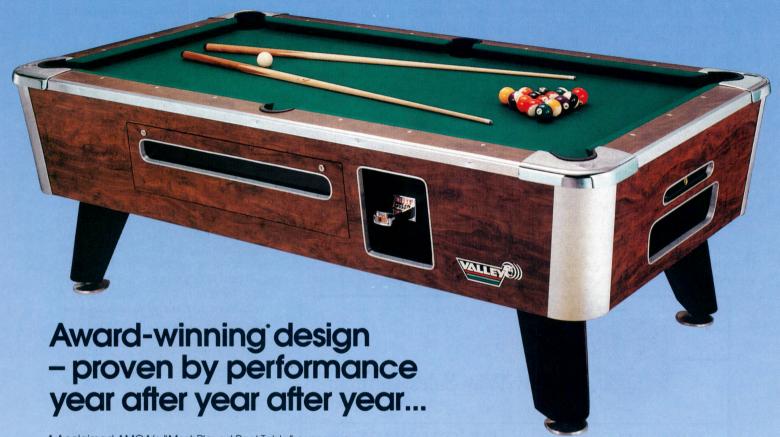
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Basic business opportunity carries challenges and demands along with it...including the demand for visionary businessmen to be politically active. Such involvement beyond the daily requirements of business itself, takes commitment to the long-term growth of our industry. Democracy also depends on our participation in the American political system.

How should AMOA members be politically active? Activism comes in many shapes and sizes. It may involve joining your association; lobbying your state legislature; working with a local safety inspector; signing your name to a petition; writing a letter to the editor; calling to question a policy; asking for help; attending a political rally; inviting your representative or senator to tour your facilities; attending an address by a politician; donating to a campaign; or volunteer-

ing your time and resources to help a worthy cause. Political activism may involve helping to develop new industry standards, such as the television networks' recent decision to rate "Prime Time" television programs.

It is important for business people to be involved in political affairs so that when important decisions are made, when key policies are set, and when vital laws are passed, our elected and appointed decision-makers have the information to make good decisions. The goal of political activism is the communication of information. We all depend on good information to make business decisions; how can we expect our government leaders to make good decisions if we don't tell them what they need to know? It is a pro-active business decision to get involved and help government shape the future...your

The first step in political activism is to establish a line of communica-

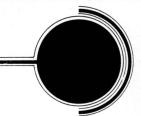
tion with the policymaker. The Congress, the Treasury Department and the President set the policy for our currency, i.e., the dollar coin. The Congress must make an informed decision to replace the dollar bill with a dollar coin. This must be followed by education and support of the U.S. Treasury who will be advising the President's action.

Congress has introduced the dollar coin legislation in both houses (in the House, H.R. 1322 has 170 cosponsors, while on the Senate side bill number S.549 currently lists 15 cosponsors). Both houses of Congress must understand and support the benefits of this change. This means We must educate them. we can all get involved and focus our efforts.

Whether you write, phone, or visit in person, follow-up is essential. Your elected officials may request information or action. If so, we must be sure they get the correct information and notify them of any action we take (especially if they requested it). If you have requested action of your officials, be interested enough to follow up. If you did not get a response, find out why. When you do get a response, acknowledge it. Let the officials know that you care and that you are paying attention.

Here are some basic rules for communication with your elected delegation to help you take the first step:

- 1. Highlight only one subject in each contact.
 - 2. Make action easy.
- 3. Use your own words and cite local examples whenever possible; form letters or preprinted post cards should be used only as idea starters.
- 4. Written alerts must be brief, clear, accurate, persuasive, and timely.
- 5. Encourage legislators to keep you informed of issues of mutual concern.
- 6. Be a friend, too. Talk about family, hobbies and so forth.
- 7. Never lie to a legislator or misrepresent the facts.
- 8. Know your opposition. Don't waste your time on fruitless debate with the known adversaries.
- 9. Be helpful to legislators, but don't expect a quid pro quo.
- 10. Never threaten a member of Congress!



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Telephone calls are good when there is not time for a letter. They are more personal than electronic messages and usually have more impact. Phone calls have another advantage — members of Congress usually have two responses to letters on a given issue, one for supporters and one for opponents. Opponents receive a letter that is as gracious and polite as it is vague. If you call and discuss an issue with a staff member, you will often sense which way the member is leaning, even if he is still "uncommitted" or "studying the issue."

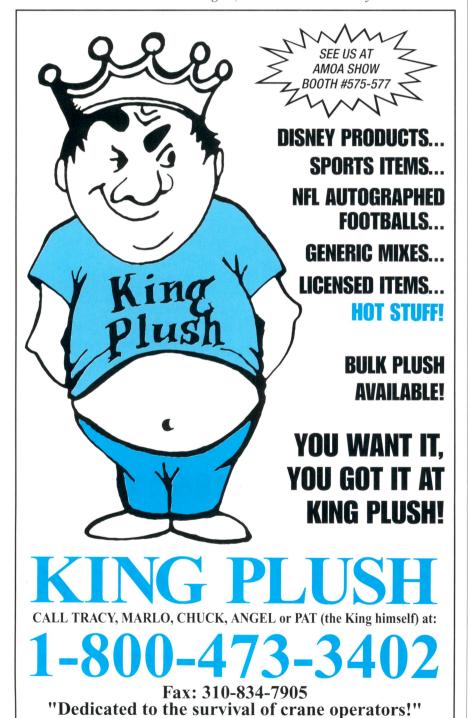
It is highly unlikely that you will speak directly to the representative or senator whose office you have called. However, most offices have staff assigned to specific issues, so you may speak with a knowledgeable staff member. Again, it's a good idea to have done your own research and armed yourself with the facts.

Meetings with members of Congress and staff in Washington or local offices are the best way to present your views. It may be difficult to arrange a one-on-one meeting with a representative or senator, but it is always worth the effort. Coordinating a group meeting improves your changes of seeing the actual senator or representative. If the member is unavailable, you can still meet with staff by visiting a member's offices.

Representatives prefer to meet with groups in the local district office, while senators prefer to meet in Washington. Call your member's district office and ask to schedule a meeting. You also might come faceto-face with a member of Congress by having him or her address an audience. Call your member's Washington office and ask for the appointment secretary to arrange such an event. If you can offer alternative dates months in advance, and if you can aim for a traditional Congressional recess, you have a good chance of getting a senator or representative.

Any communication should focus on the viability of your business in the community. What are you to an elected official? You are a responsible business that contributes to the tax base, an employer, a community leader, a provider of services, and most of all a voter. Remember! Focus on the elements you bring to the table — all the positive things you do for the community at-large. Show that you are a business person who looks out for himself or herself, but who also gives back to the community. Don't forget to evaluate and follow-up.

Our industry must continue to be involved in political affairs on a national, state and local level. As I reflect on the past 30 years of operating, I am very proud to be part of this industry. History has proven that the average AMOA member combines a formidable mix of entrepreneurial skills, innovative marketing abilities, the capability of assuming technological and financial risk, and the unique ability to face the challenge of using new technology.





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by Don Hesch, chairman, AMOA States Council



GRASS ROOTS STRENGTH

AMOA seeks closer ties, stronger state associations

The AMOA Council of Affiliated States is working to bring state operator associations together so these groups can be stronger at both the state and national levels. The principle behind this Council is quite simple: teamwork! Our stated goals are to increase the number of state associations and to increase the strength of each; to help state organizations foster communication between themselves, and to AMOA; and to encourage membership in both the state and national associations.

Representatives from many states come to our meetings twice each year to share information about topics of common concern. Of course, video lottery remains a major issue at our meetings, because so many states are interested in regulation of this market. But we also focus on depreciation, fundraising, newsletters, media relations, dollar coins, and a major item is always communication with AMOA.

State association activism is growing across the country. Only five states are not represented by operator associations. From Maine to Hawaii, 45 states have representation (more than one state is included in some of the operator groups). This growing activism is reflected in the quickening tempo of the AMOA States Council. Our most recent meeting took place in Las Vegas in January, 1993. Represented were 24 state associations, plus Canada and New York City. Total attendance was 42 people, including AMOA President Craig Johnson and Executive Director John Schumacher.

How well is this program going? Ask the people who use it. State execs who participate say they find AMOA's States Council a highly valuable resource indeed. They go home from our meetings with new ideas, useful contacts, and fresh enthusiasm that make their own groups stronger. State to state networking and exchanges of information are helping all the associations raise their level of professionalism. And, state associations know AMOA takes them seriously, because our top national executives attend and participate every minute.

AMOA, in turn, has recognized the value of state associations and profits from closer ties to them. AMOA's officers are starting to see the fruits of our meetings and the enthusiasm in different states. The States Council also serves as a conduit for candidates to the AMOA board of directors. (As a matter of fact, our most recent meeting provided a new board candidate who was informally nominated by President Craig Johnson on the spot!)

The next meeting of the AMOA States Council will be a luncheon for state association execs, held in conjunction with the AMOA Expo in Anaheim, Calif. The date and time for this affair is Friday, Oct. 22, around noon. Parties will be notified of exact time and locations.

Until then, I can only repeat what I told the state execs at our last meeting. AMOA believes in the importance of state associations, and in the importance of this Council. States are the grass roots where association work begins... and often, where that work has its most important focus. AMOA wants to support state associations as with as much information and help as it can. The Council will continue to seek more participation by more states, and to seek a greater voice for state associations, so that our entire industry can keep growing stronger.

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by Ted Furkin, chairman, Education Committee



CHANGES, CHANGES

AMOA offers education & training to help operators stay current in today's marketplace

Remember the mechanical pins, shuffleboard, and the mechanical jukebox? Then came the video game era followed by digital pins, CD jukeboxes, redemption, etc. What's next? Our industry has undergone tremendous change through the years. One thing I guarantee is that additional change is inevitable. It will come today, tomorrow or the next day.

How will this change effect your organization, family, and future? Over the years our investments of capital and labor have allowed us to reap substantial rewards both personally and professionally, but now being in the black is is not enough. To maintain a competitive posture in today's high-tech commodity market-place requires training, more training and education.

Education not only increases awareness of industry trends and directions, but facilitates new ideas... ideas that may ultimately lead to a more efficient and profitable business. The AMOA Education Committee's primary goal is to offer the finest educational opportunities in the marketplace to our members.

One offering which is sometimes overlooked by our membership is the curriculum provided AMOA and Notre Dame. The atmosphere at Notre Dame is unbelievable (not to mention the beautiful coeds and campus, and the chance to relive your younger days by staying at the Morris Inn, where the rooms look like a

dorm room). Having graduated in the second group, I can say without hesitation that this is an opportunity of a lifetime. It's a chance not only to gain knowledge, but to network with the best and brightest minds in our industry. The benefits greatly outweigh the costs, so you and your key employees should attend. The AMOA continues to keep you informed of class dates and new class offerings through publications and newsletters. If you need further information, contact AMOA world headquarters in Chicago, Ill.: 1-800-YES-AMOA (937-2662)

Another educational opportunity is our annual convention to be held this October in Anaheim, California. The variety of seminars presented this year will allow you an excellent opportunity to participate with other operators and face those issues currently affecting your business. I urge you to pick two or three and attend them. In addition, consider buying audio and/or video tapes of the other seminars to take home and share with your key employees. These tapes will provide you with valuable information which you may otherwise have missed. And, they can even provide the following benefits when you show them to your people:

- ◆ Your employees will be more effective as a result of being better educated and informed.
- ◆ Morale will be higher because your people will feel more a part of

the company.

This year, the AMOA Education Committee will fulfill a long-sought dream. With the help and cooperation of the manufacturers, we will present a new offering: video tapes about basic troubleshooting of pins, jukeboxes, dart games, etc. You will be able to acquire these tapes at AMOA Show time, or shortly thereafter. The tapes will be filmed by the technical personnel of the various manufacturers in their assembly plants, and will provide a great training tool for collectors and basic service people. If this concept is accepted by AMOA's membership, we plan to expand the program to include tapes on in shop repairs (for example, amplifiers, CPU boards, etc.)

In summary, your association, and the Education Committee in particular, is striving to provide you with the tools and knowledge that you will require to succeed in the rapidly changing environment in which we compete. Please take advantage of these opportunities! They are provided for your benefit, and I am confident that any investment you make in time spent learning will pay off for you many times over in the days to come.

Please let us know your reaction to these offerings, and make suggestions as to how else we can serve you. I look forward to seeing you at the show in Anaheim. Good Luck!





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by Tami Norberg-Paulsen, AMOA Treasurer



SPENDING YOUR MONEY WISELY

AMOA earns more revenue & supports more programs than ever before

AMOA currently enjoys its strongest financial position in six years. Our 1992 revenues were up slightly over 10% from 1991, topping \$2.1 million in total income. We sympathize with the small and medium sized operator who can't afford to pay big dues to the association, so we're proud to point out that only a small portion of AMOA's revenues (20%) comes from member dues.

Most of AMOA's revenue comes from our annual Expo, with some additional funds deriving from other money-generating programs such as jukebox promotion (which receives rebates on license fees from the performing rights societies); pinball promotion (manufacturers make generous contributions); and self-funded programs such as our Notre Dame educational opportunities. Finally, the association has invested funds in reserve accounts which bear interest for AMOA.

If revenues are high, so are our ambitions and goals. We've been spending lots of money on expanded programs and member services in recent years...which makes it all the more noteworthy that AMOA remains "in the black" as a profitmaking entity. Last year the association posted its largest annual profit since 1987. AMOA's increased financial efficiency is also notable. Bottomline expenses for many key individual committees are actually less than three years ago. In other words, all the trend lines are moving in the right direction!

Our largest annual expense, of

course, is AMOA's annual convention and trade show (once again, Expo is also our major revenue generator). Other key areas of expenditure include government relations (our spending growth curve has been steepest in this area, whose budget topped \$250,000 in 1992); jukebox promotion (near \$100,000 in '92); state association development (over \$15,000); NDA and IFPA to promote dart and pinball leagues and championships (\$20,000); and over 50 scholarships annually, paid by our Hesch Scholarship Foundation. (The foundation's principle now stands at over \$700,000 with scholarships funded through interest.)

Our staff deserves much credit for AMOA's disciplined fiscal performance in this era of bigger incomes and bigger budgets. When our Executive Director John Schumacher came aboard several years ago, he helped AMOA's committee chairmen focus on their goals, tighten their fiscal responsibility and procedures, and helped them with budget planning. This has paid off tremendously with leaner, more efficient committees.

And by the way, as AMOA Treasurer I have been quite impressed with — and grateful for — the great efficiency, tremendous assistance and hard work of the AMOA staff in budgetary and fiscal matters.

Accountability in how money is spent is highly important to AMOA. Appropriations go through many, many checks and channels before the Treasurer signs his or her final approval. Each committee chair person is required to submit a formal budget which must be okayed by the Finance Committee. Any deviations from the authorized budget, requires formal requests and approval. New committee chairmen also attend an orientation session where they are given previous budgets and goal statements as guidelines. In all, I'm proud to say AMOA's fiscal affairs are run in a thoroughly professional, businesslike fashion.

Of course, there's always room for improvement and AMOA's officers would like to see the entire AMOA committee structure extend its fiscal discipline (goals, formal planning, budgets) beyond the one- or two-year horizons which are currently typical. Ideally, all AMOA committees would craft individual five-year plans and would submit budget forecasts to achieve those long-range goals. This would fit nicely into AMOA's overall progress toward long-range planning in everything from expo site selection to policy objectives.

Savings from AMOA's increased efficiency have allowed us to invest money in new, worthwhile projects. One outstanding example was our successful 1992-3 effort to secure the right for operators to use the incomeforecasting method of depreciation. AMOA spent nearly \$40,000 working with the IRS and with the national accounting firm of Deloit & Tuesch, to achieve this goal. By the way, D&T recently issued a comprehensive report explaining how to use this depreciation method. In the long term, this project will save millions



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AMOA '93

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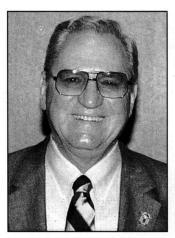
AMOA has long been careful to put money away for a "rainy day" cash reserves that can be drawn upon in case of a possible industry-wide disaster like adverse national legislation, nightmare licensing or regulatory problems, etc. As mandated by the association's bylaws, our board of directors is required to put 5% of our gross annual revenue into a reserve account. After many years of such prudent investment, our "rainy day" fund now stands at over \$1 million. These funds cannot be touched without approval from at least two-thirds of the entire board. Another AMOA reserve account is used for everyday budget overruns, and is controlled by a combined vote of the executive and finance committees.

While we're proud of our many programs and services, and proud of the tightly-run fiscal ship that enables us to pay for them, there's always the wish that AMOA could do more. Many worthy requests for funds come to the association, especially when state operator associations ask us to help defeat local tax or legal threats, or pass worthwhile state level legislation. Regrettably, we cannot always help as much as we would wish.

This is partly because we have no mechanism to balance the interests and desires of one state against another...no way to turn off the money tap, once it starts flowing. That's one key reason why AMOA hopes and intends to devote still more funds to our work of developing and strengthening state operator associations. Our goal is to help the individual state associations become stronger and more successful.

On the whole, AMOA members have every right to be very pleased with the association's steadily increasing financial strength. By almost any yardstick — whether you measure that strength by bottom-line dollar income, fiscal accountability and efficiency, or "bang for the buck" — AMOA is better off today than ever before.





by Garland Garrett, Jr., chairman, AMOA **Membership Committee**



JUST BEGINNING

membership in AMOA is one of the best business investments you can make

"To foster the interests of those persons, firms and corporations engaged in the business of operating coin-operated phonographs, amusement games, cigarette vending machines, and other coin-activated equipment, establish rules and regulations consistent with the laws of this State and the United States; secure freedom and protection from unjust or unlawful actions; exchange information which will aid and benefit the people engaged in this industry; promote and encourage high efficiency in the industry and generally to do those lawful things which an association may do to improve its industry."

The above is a simple but effective way to describe who and what we are. What you've just read is the mission statement from the Amusement and Music Operators Association Bylaws.

As AMOA celebrates its 45th birthday, we reflect back on those resources that have made our association the great organization that it has become. Simply stated, it is you, the active member of our industry, who is responsible for AMOA's success.

If you are an active member of our industry and a member of AMOA, then you realize — as I do — that membership in AMOA is one of the most affordable investments you can make in your business career. Whether you are an operator, distributor or a manufacturer, for an average of less than one dollar per day, you receive the Annual Membership Directory, six issues of the Location Newsletter, special industry reports, and complimentary registration to the Industry's largest event — Expo!

Our seminars and educational programs increase your level of professionalism. Our marketing programs for music, darts and pinball have been developed to help increase your cashbox and cement location loyalty.

Our national Government Relations program keeps you informed of the latest activities affecting our industry (and your business) in Washington, D.C. and strives to maintain a high level of presence and influence for our industry in the nation's capital. "Strength in numbers" translates to grass-roots influence.

At a time when sensitive legislation concerning tobacco products, video gaming and sales taxes (just to name a few) face our industry, it only makes common sense to stay in touch with your peers. The best way to accomplish this is to become an active member of your state of national association — ideally both!

In an era when most trade associations have experienced decreases in membership, AMOA continues to grow and prosper. At the end of August, AMOA's rolls showed 1,268 members in good standing. That number is expected to rise by a couple of hundred as renewals occur at our Expo next month. The AMOA Membership Committee is charged with the responsibility of recruiting new members to the fold and helping keep current members on Board.

How does the Membership Committee reach out to non-members? First, we identify possible recruiting targets through telephone campaigns and by checking state association membership lists. Then we create customized "Join AMOA" mailings for each region. Our mailings let potential new members know that AMOA stands ready to help on national issues which are important to them. AMOA is also working with state associations and execs to keep abreast of the latest local and regional developments. We gather and eagerly provide any available information to help our industry.

This year the AMOA Services lounge will be located in the registration area of the Anaheim Convention Center. We encourage you to stop by an learn more about AMOA. Let us know how we can be more effective in representing your interests on a

national basis.

If your are an active member of AMOA, we encourage you to take full advantage of all of the benefits available to you. If you are not currently a member, check us out. We may be 45 years old, but we're just getting started!



by Frank Seninsky (above) & Ed Tolisano, co-chairmen, AMOA/AAMA Industry Standardization Committee

RAISING OUR

AMOA & AAMA are working together to save operators time and money

Hi-tech, modem communications, tougher government regulations, and a more integrated global market, are just some of the many issues being tackled by today's Industry Standardization Committee. In a complex, fast-changing world, this committee has grown into a vital nerve center and communications matrix for our entire industry: including manufacturers, operators, distributors, and parts suppliers from around the world.

Standardization used to be about saving money by avoiding duplication of parts and supplies. Now it's about building bridges between vastly different coin-op elements. It's about building a smoother road to coin-op's exciting, hi-tech future. Standardization has gone far beyond creating retroactive standards for existing games and technology. These days, the Standardization Committee is looking forward, seeking uniform approaches to tomorrow's pay-forplay entertainment experiences.

Here's a quick review of some recent, major accomplishments by the committee:

- In just seven years, the committee has adopted 34 standards for videos and pinballs; seven standards for jukeboxes; and five special standards for redemption games.
- ◆ Thanks to four years of hard work and close consultation with leading elements in the Asian and European coin-op trade, standards for uniform edge connectors and colorcoded wires for 1-2 player and 3-4 player video games were adopted.

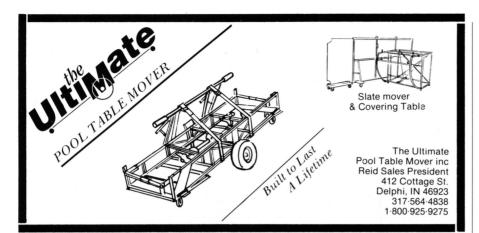
- ◆ The committee published and distributed the first-ever "AMOA/ AAMA Approved Standards" last fall, an impressive 35-page booklet listing all the standards adopted to date, and illustrated with diagrams and charts.
- ◆ Compliance with recommended standards is much greater across the board, thanks to heavy involvement in the committee by top-level factory personnel.
- ◆ The time between the initial proposal of a standard and its full. final approval by both associations has dropped significantly. This process used to take over a year; now (on average) it takes under six months.

In addition, the Standardization Committee has undertaken some important ongoing projects which can make life easier (and business more successful) for the entire industry, worldwide. The committee is addressing:

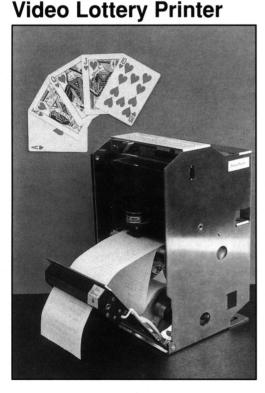
 Hi-tech communications. Most major coin-op factories are working on proprietary systems to network games over fiberoptic, cellular or standard phone lines. What will happen if all the factories promote incompatible technologies? In a desire to avoid utter confusion, the Standardization Committee is seeking to define standards for communications systems to interface with the electronic data systems of the many different game manufacturers. We've created two new subcommittees to deal with these concerns. At our Oct. 20 meeting we hope to arrange a demonstration of an ISDN (integrated services digital network) system that allows players separated by any distance to compete with one another, on the same video game. This would be a great way to run leagues and tournaments...and it's a key area that needs

to be standardized quickly.

- ◆ Government regulation. This issue is a growing concern at the city, state and national level, and we're working to put out the hottest fires first. A 10-member Standardization subcommittee known as the L.A. Task Force is working with Los Angeles officials to find ways that operators can economically comply with the city's safety testing and technical requirements. The Task Force has presented officials with a booklet called "Guidelines for Safety Evaluation of Coin-Operated Amusement Machines" for official review. Negotiations in L.A. and other cities will continue. Also, the committee was addressed by the president of MET Labs (perhaps the most comprehensive of the five nationally recognized testing labs). During his speech, we learned that factories can save thousands in testing fees by getting a completely filled CPU tested and certified, and using it for different model games without further testing...an especially interesting option for redemption manufacturers.
- igtriangle $\hat{G}lobalization$. The Standardization Committee now counts over 120 total members, including 60 factories who send their CEOs or presidents, plus chief engineers, to the twiceyearly full committee meetings. We



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needed, and got, cooperation and input from JAMMA (Japanese manufacturer association), BACTA (British trade group) and Euromat (multinational European trade organization) for a key video game standard; now we regularly consult with these bodies on hi-tech and other issues.

The committee's success to date rests upon several factors...including the strong support of both AMOA and AAMA. Here is a shining example of both associations cooperating in the best possible spirit for the common good of the industry.

Also, many individuals in the trade have greatly contributed to the "standardization success story." There are too many people to name here, but they all deserve thanks from the entire industry for their endless dedication, hard work, and goodwill. A number of subcommittees (dealing with jukeboxes, redemption, hi-tech, etc.) have been created and their members devote lots of time to separate meetings where they pursue their specialized tasks.

Yet another major reason for the success of the committee has been that during our meetings, politics and factory competitiveness are brushed aside. "What's best for the industry" has been our topic of discussion. This civic-minded spirit is truly the model for global coin-op cooperation and success.

Our industry is preparing to enter a new phase of sophisticated computer technology and greater global marketing. As we do so, the Industry Standardization Committee will continue working hard to keep all the diverse, diffuse elements of the worldwide coin machine industry pulling in the same direction. Our goals are to move continually toward greater savings and efficiency, allowing greater investment and more new game purchases...to move toward easier, better and cheaper compliance with safety and testing regulations at all levels...and to move toward broadly compatible new technologies which will exponentially strengthen our promotional power and investment impact.

Standardization is good for everyone.



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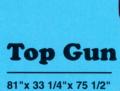


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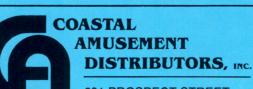
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by Dean Schroeder, chairman, AMOA Legal Gaming Committee



WANT TO KNOW ABOUT LEGAL GAMING?

AMOA forms committee to provide up-to-date information to state associations & members

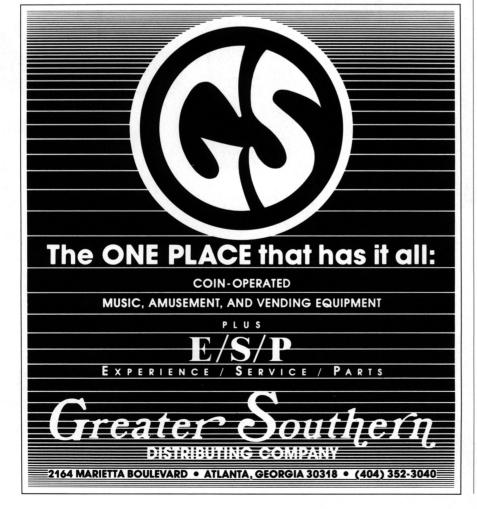
The AMOA Legal Gaming Committee was formed to provide assistance where possible to state associations interested in legal gaming in their state, whether it is under the jurisdiction of Lottery, State Police, Revenue Department or some other entity.

Since its formation in late 1992, the Committee has available copies of laws and rules from South Dakota, Montana and Louisiana. We are in the process of making a newsletter available on request to be mailed to operators and policy-making people (lottery director, law enforcement, legislative people, ect.) in the states that have an interest in legal gaming.

At present, public officials regularly receive publications from many different sources. However, they receive nothing from the operator's perspective. There is plenty of good news about operator involvement in legal gaming that elected officials and government agencies should be aware of. Our objective is to provide accurate and credible information on request to anyone in the state that the operators in that state feel would be helpful to them. We are also in the process of making speakers available on request of state associations.

Some states looking at gaming as a revenue source (such as Illinois, Michigan, Massachusetts and others with revenue problems) have only to look at the success of Montana, South Dakota and Louisiana to see what operator involvement in gaming can do in their state. Operators from these states that get involved in the process, also have the opportunity to create a profitable public and private partnership that can make substantial improvements to their bottom line. If they choose not to be involved, they could miss a great opportunity, as others are waiting to fill that void and are willing to take the risk.

Spreading that positive message, and providing informational support to operators as they seek new market opportunities, is the goal and agenda of the AMOA Legal Gaming Committee.





LA EAST CEILING SYSTEMS

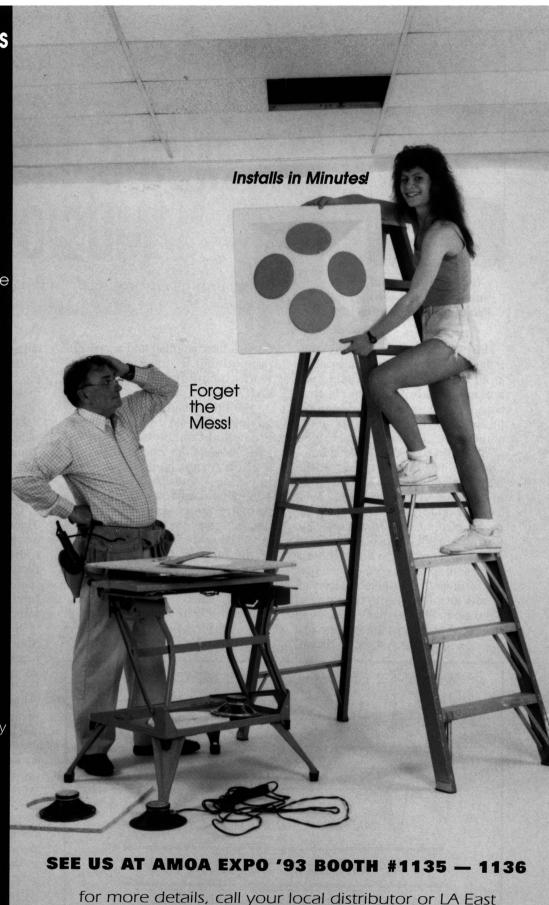
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by Randy Chilton, chairman, Jukebox Promotion Committee



MUSIC, MUSIC, MUSIC!

promo group sets new goals in the world of jukeboxes

In 1987 the AMOA Jukebox committee was formed with a mission to create a greater awareness of the jukebox nationwide. The projects have been numerous: creation of National Jukebox month; marketing the 100th anniversary of the jukebox; creation of operator and consumer kits; introduction of "Jukebox Alley" at the AMOA Expo; AMOA's publication of the "Top 40 Jukebox Hits of All Time"; meetings with top level record executives in New York City; the retaining of Sam Atchley, record company liaison, to coordinate a number of special record promotions; the introduction of jukebox legends award introduced; the retaining of Schwalb Public Relations to conduct jukebox promotions; the creation of a jukebox reporting system by Record Service International; and successful promotional tie-ins with TV networks including VH-1, TNN and CMT.

1993 has been a reflective and goal-setting year for the Jukebox Promotion Committee. Our initial goals have set the tone from the outset. This August, a meeting was held in Chicago. The attendees consisted of approximately 30 committee and industry members with a vested interest in the promotion of the jukebox. The goal of the meeting was to set the future direction of the Jukebox Committee...with a special emphasis on increasing the visibility of the jukebox, which is still the key function of this committee. During a full day of discussion, the committee came up with the following immediate goals:

Demographic survey: In our discussions with the record industry members, the questions continually come back to a lack of demographic information regarding the locations, players, and numbers of jukeboxes. The committee will be working with AMOA members in surveying the membership to help begin work compiling this needed information.

Corporation promotional tie-ins: The committee will work with various promotional entities and national companies to include the jukebox in their promotional efforts. This will include marketing the jukebox as a promotional vehicle to major corporations.

Banquet and AMOA Award Show promotions: The committee's finest hour may have come in 1989. At the Banquet and Award show during that year's AMOA Expo, our committee highlighted the 100th year celebration of the jukebox. For the rest of the 1990s, the committee will investigate various ways in which to increase promotional tie-ins with the annual banquet. A subcommittee is being formed to work specifically on this project.

Jukebox Standardization Subcommittee: This committee has met frequently to discuss ways in which to standardize the functions and components of different jukebox brands. The committee is dealing with developing technologies and other issues as well.



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by Sharan Harris, chairman, Vending Development Committee



GETTING SOME GOOD SCHOOLING

get educated on the many opportunities vending provides by taking advantage of committee efforts

Recent statistics compiled by AMOA reveal that most of the membership is involved in some form of vending other than amusements. For many, vending has always been a component of their companies. For others, vending is a new — and often challenging — category of product.

The AMOA Vending Development Committee is striving to supply advice and information about vending to members. The committee was formed as a separate body so it could act as a liaison between the vending and amusement segments of the industry. Now, more than ever before, there is a need to serve the AMOA

member operators who participate in the vending market. This year, our committee's primary goal is to provide educational opportunities on vending topics to AMOA member companies.

As the marketplace changes, operators everywhere are seeking new methods of generating additional income. Recognizing that there are many options to evaluate, the Vending Development Committee will conduct a comprehensive seminar at the 1993 Expo in Anaheim, Calif. Titled "Vending From A to Z," the seminar will boast a panel of experts...including several well-known

operators who will convey their initial experiences upon entering the vending industries in their regions.

The seminar will aim to explore their successes and challenges in order to better prepare any newcomers for entry into the world of vending. By relating personal case histories, seminar speakers can help potential vendors avoid the pitfalls of drink vending, coffee service, tobacco vending, food or candy vending, etc. Listeners can benefit from time- and money-saving tips.

The tobacco issue remains an ongoing topic for close monitoring. The Vending Development Committee has produced a computer disk that acts as a handbook of ideas for fighting anti-vending regulations, working with lawmakers for positive legislation and for dealing with the community and the media. It has been economically priced at \$5.00 to members for mass distribution.

A Tobacco Vendors Hotline is in the works with a toll-free number. Operators may call in with information or questions. The facts will be forwarded on to the tobacco companies for further direct communication. As the industry evolves, and the needs of the operators change, the Vending Development Committee hopes to educate and inform the members of new technologies and products (i.e., computer monitoring attachments for collections, security devices, etc.) that will improve the functioning of each individual company, and promote a higher level of professionalism for a profitable future.

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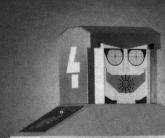


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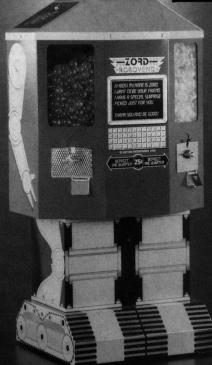
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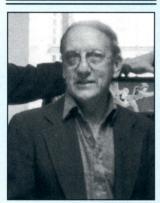


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Operator Opinions

Q:

What are your expectations for AMOA Expo '93, and do you see it as more of a social or professional event?



RICHARD HOHMAN Royal Leisure, Inc. Amityville, New York

Well, I'd like to find out more

about what's happening with video lottery. We're not really into the video business; we're more involved with the bars and taverns here. For us the show is a combination of both a professional and social event; we're going to Las Vegas afterwards to play a little golf.

WILLARD WALTON AAA Vending & Distributing Co. Cincinnati, Ohio

I usually really enjoy these shows. I started going close to

40 years ago, and for 20 years I never missed one. I always look foward to seeing new equipment, old friends, and meeting and talking about the industry. Back when I had about 15 to 20 employees, I used to take them all with me and made it into a vacation. We used to really look forward to it and I still do today. You learn a lot, especially from other operators, some of which have become close friends. I've been to several shows and come back very excited. It kind of gives you a lift, gets you back to why you're in this business. It's a both a fun time and a learning time.

MANLEY LAWSON Lawson Music Co., Inc. Winter Haven, Florida

I'm going both as a distributor and an operator, so I'm wearing to two hats to this event. As a distributor, I'm going to see the new products, what the manufacturers I represent are showing. While we probably won't see anything exciting, we



do expect to see some new things. As a operator, I really don't know what to expect; I hope to be surprised — pleasantly surprised! I used go for the social aspect of it, and in years past it was mostly a social thing. But lately it's becoming more of a professional event. I don't go to it as a social event anymore.



JOANNE MATRANGA Matranga Music Houston, Texas

I'll hope they'll be able to talk about something that's a big





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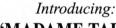
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OPERATOR OPINIONS

issue here in Texas, and that's the 8-liners or instant video lottery. I'd like hear how to go about getting it here. I know some states have them and it hasn't worked out and in other states it has. What we want is some really good advice. For vears and vears. I would never miss a show, but I haven't been to some of the recent ones. I would call it a social event. I really enjoy seeing people from all over the United States, but I'm a stickler for the seminars. I remember the first time they put one at a national show in Chicago; they had to move the room three times because the number of people attending grew larger and larger. The seminars are always very well received.



DICK HAWKINS D & R Novelty Rochester, Minnesota

I guess I go mostly to hear the conversations between my fellow operators, to look at the new equipment and to share some ideas, whether it's over a cup of coffee or at a seminar. As for the new equipment, I'm looking for (as I have over the last 30 years) something that's new, that will entertain my customers, and bring back my customers in order to help my cash flow. It's a serious event,

but as with all business, there has to be a little pleasure.



KEVIN MAHLER Western Music Twin Falls, Idaho

From our standpoint, I'm looking for something different. Something different in the way of any kind of game, whether it's video, pins or redemption. Another thing I'm looking for is, I don't want to say "cheap," but reasonably priced games. These games are so expensive and we're just not seeing the return on them. One time I was told a price over the phone and I asked them, "Are you sure hat's a kit, not a dedicated?" As far as whether these things are more of a social or professional event, I think it's a little of both. You're going to get from them whatever it is you want.

JIM MARSH Hart Novelty Co. Bellingham, Wash.

I think it's a chance for everyone to interact with others in the business, to exchange thoughts and ideas, and to pick up some new ideas, either from each other or the seminars. I don't expect to see a lot of new Sales Department:

Left to right
Chuck Howen,
Mike McGrath,
Steve Shaffer,
Jim McGeorge,
Bruce Homier,
Bill Kraft,
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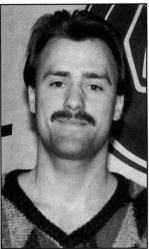
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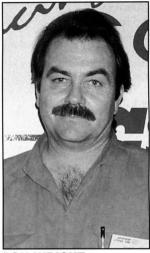


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stuff. I think video is basically all but done. But I'll be looking into other things, like pins and redemption, plus equipment that will help our business. such as computer programs and things that will make us more automated. I'm very interested in two seminars: first, the seminar on income forecasting and depreciation. That's a huge issue right now. Like any redblooded American, I'm trying to find a way to pay less taxes. I'm also interested in Dr. Seguin's seminar (Saving the Family Business: Tax Implications of "Changing of the Guard") because it's tax related. I think these shows are definitely a combination of both a social and a professional event. I was introduced to the AMOA through my father (Al Marsh, former AMOA president) so I kind of got the redcarpet treatment at these events. I got to see all the inner workings and formed a lot of friendships, so I always look forward to going back to these shows.



DON WRIGHT Wright Brothers Roseville, California

I hope to see some good, affordable video, because that's mainly what we do. I hear Capcom is coming out with another version of Street Fighter, but I think maybe we've seen enough of that. I'd like to see more in the way of NBA Jam. I'm hoping Williams/Bally-Midway will come out with an update kit: right now one player has been traded and two of them are dead. I'm also interested in what's happening in pinball, which has been very good for me, but I'm worried that the industry is going back to the late '70s when we had too many pinball games. Overall, the show is definitely a combination of both social and professional elements. One of the reasons I went to last year's show was because it was in Nashville at Oprvland. I think it's a good idea that they're changing the locations each year, even though Chicago is a great city. I'm looking forward to this year's show. It's a 400 mile drive for me, but at least I don't have to flv.

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LET'S "PLAY" A MOVIE

American Laser Games teams up with 3DO to offer new, low-cost system; also bows new software for ALG's big screen laserdisc gun cabinets

Looking for new technology, new concepts, new excitement? American Laser Games (ALG) has it. After several years of outstanding global success with interactive movie-type games presented via a bigscreen laserdisc format, this month ALG is debuting new low-cost hardware using hardware technology licensed from The 3DO Co. for the arcade market. ALG is also debuting new game software for their traditional bigscreen cabinets. Both products will be shown at the Oct. 21-23 AMOA Expo.

For price-conscious operators, ALG is offering more affordable new hardware and a new game to go with it. Shoot Out at Old Tucson features a high performance, live-action graphics system which combines traditional ALG expertise with hardware technology licensed from The 3DO Co. for use in the coin-op arcade market.

3DO is the San Mateo, Calif.-based home video "broker" whose new system goes to market later this fall, backed by Sony, Matsushita, AT&T and over 300 software suppliers. The new system combines 3DO's package with ALG's live-action laserdisc approach to show full-motion, live-action characters who are superimposed over different static backgrounds. Character appearance, color, etc. can be altered.

Action is still faster paced than most animated computer graphics games, said ALG. "With our new hardware system, we can offer our well-known live-action games at a price closer to that of traditional video games," said Stan Jarocki, VP of sales & marketing at ALG.

Tucson's gameplay offers a simple but intriguing challenge: get from one end of an Old West town to another, and stay alive in the process! Along the way, the player encounters an unpredictable collection of drifters, bad guys and sharpshooters who





challenge the player's skill. The game is filled with target shooting opportunities and thrilling stunts.

What about ALG's traditional bigscreen system, which brought us titles like Mad Dog McCree? As promised, ALG is continuing to provide new software updates for this hardware as well. ALG says its latest game, Drug Wars, is its best yet. "As our company has grown, we've found ways to make our movie-like games even more polished, exciting and action-packed," Stan Jarocki stated. "To my mind, our latest title is our best to date, bar none."

Drug Wars is available in dedicated format (video disc technology in 50" screen, 33" screen, and 25" twoplayer screen versions). Or, operators can purchase the game as a conversion kit for these types of units. As usual, the game itself features real actors, sets, costumes, etc. This brings the total library of ALG laserdisc titles to seven. The firm says Drug Wars is their best game to date. The interactive cinema quality of the video has top cinematography, special effects and stunts; all this should keep both players and spectators glued to the screen, said the firm. The scenario involves the players in increasingly challenging encounters with a drug lord's empire.

In all, ALG is right in step with the industry's push toward higher quality, new technology and more interactive gameplay. For more information, contact your authorized distributor. Or for referral, visit ALG at the AMOA Show (booths 913-916), or call them at 505/880-1718.

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NAMCO TO ENTER "SIM CENTER" ARENA

leading vidgame firm signs with flight simulator firm Magic Edge; strategic relationship will result in "sim centers" in U.S. & Japan

Get ready for the "next big thing" in pay-for-play computer-based entertainment. Simulation centers offer much more than a typical video arcade...in fact, they offer more than a good-sized family entertainment center. The sim center concept has proven its success in stand-alone sites like Battle Tech Center (Chicago), Fighter Town (El Toro, Calif.) and Virtual Worlds (Walnut Creek, Calif.).

Next up: chains of sim centers! Working with a leading simulator developer called Magic Edge, Namco America plans to be a leading player in the creation of these new, next-generation destination locations.

Still not clear on the concept? The heart of a simulation center is an elaborate, realistic computer simulation, often presented in linked cockpittype cabinets which offer interactive gameplay and 3D polygon graphics. But this vidgame-like entertainment is enhanced by costumed location attendants, elaborate movie-type sets, "pre-briefings" and post-play "debriefings," and merchandise sales. All of these elements, from the costumes to the merchandise, are themed to support the fantasy experience. Players spend 45 minutes to an hour from the time they enter the location to the time they leave (half of that or less may be spent in the simulators themselves).

On Aug. 24, Namco announced an agreement with Magic Edge, Inc. (Mt. View, Calif.), developer of an entertainment-based, interactive, full-motion flight simulator. The two firms said they'll enter into a farreaching strategic relationship with plans to jointly open a series of sim centers in both the U.S. and Japan starting in 1994. Namco will make an



Above, Lei Tunnaye, Director of Entertainment Center (a division of Magic Edge).

equity investment in Magic Edge, a privately held firm. Execs said Namco will license "Magic Edge entertainment centers" such that Namco's licensing rights in the U.S. will be "extensive," while Namco's licensing rights in Japan will be "exclusive."

The planned sim centers will house Magic Edge full-motion simulators in a fully themed environment. The first Namco/Magic Edge centers will be themed around combat flight.

Follow-up software from Magic Edge will offer other stories and themes.

Said both firms: "The simulators combine state-of-the-art technologies to produce a unique combination of texture-rich graphics, heart-pounding motion, and 3D sound." Cabinets will have 32 inches of vertical motion and 70 degrees of pitch in the up-down dimension, combined with plus-orminus 60 degrees of pitch in the roll

dimension. (Motion platform is patent pending). No head-mounted display or head-tracking technology is involved. Instead, a paying "passenger" will interact with a large screen (39" wide x 29" high) inside his or her enclosed cockpit. Capsules are fiberglass construction with joystick and throttle controls, four-channel surround sound. A Silicon Graphics "Reality Engine" computer

system drives the images; a Sony projection system produces them.

Namco Operations, the U.S. arcade arm of Namco Ltd., has concluded an agreement in principle to open and run their first sim center in the U.S. Under the agreement, Namco will provide funds and Magic Edge will operate the site. It's planned for a Spring, 1994 opening in Mountain View, Calif.

"This is absolutely not a typical video game," stressed Namco America operations director David Bishop. "In fact, it's not really a game at all — that's the beauty of it. We're ready to go beyond that. Our centers will provide a one-hour simulation of a real experience. We'll immerse you in a fantasy environment with 20 to 30 minutes of video simulation as the center of the package. Magic Edge has developed the most advanced technology of its kind. Combine that with Namco's expertise and some razzledazzle show biz, and the total experience will take pay-for-play entertainment to a whole new dimension."

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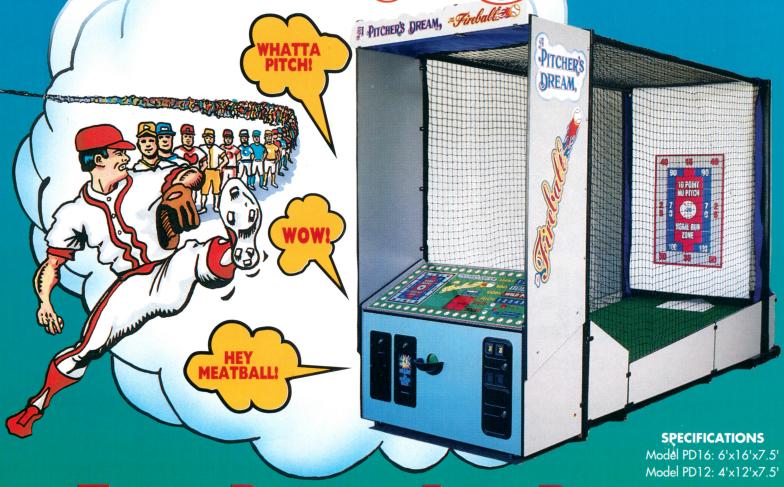


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THE STORYTELLER

Doyle International offers six titles in its "children's story" series

Once upon a time, there was a wise old game maker who lived in the forest. His greatest enjoyment was creating new games for the children in Storyville. Every day, the wise old game maker would call upon his elves to work and build the best children's games in the land. On a special day, the elves had six new games ready to take to market. When the new games were paraded through the streets of Storyville, parents and children jumped with joy.

That's the charming notion behind Doyle International USA's new line of kiddie redemption games. They're all based on classic children's stories — everything from nursery rhymes to beloved childhood fairy tales. The coordinated subjects, artwork styles, graphics and gameplay of the machines in this series are intended to help family amusement centers create high-concept, strongly themed areas. It all adds up to terrific family appeal...not to mention great earnings potential.

Based in Sarasota, Fla., Doyle International has been a leading redemption manufacturer for many years thanks to the leadership of president Skip Doyle and the work of a talented, hardworking professional staff. The talent and experience

shows in their new fall line. The new games are built with the painstaking quality and craftsmanship which Skip Doyle insists upon. They also feature universal CPU boards and interactive digital sound. Operators can select time duration, ticket reward levels, etc. Boards are interchangeable, so operators don't have to stock more than one type for all Doyle children's story games.

Humpty Dumpty is a ball-toss game; the object is to knock over as many "Humpty's" as possible in the allotted time. Jack & Jill and Jack & the Bean Stalk are completion race games where the player throws balls into target baskets; first player to the top wins (both players get tickets, but the winner gets more).

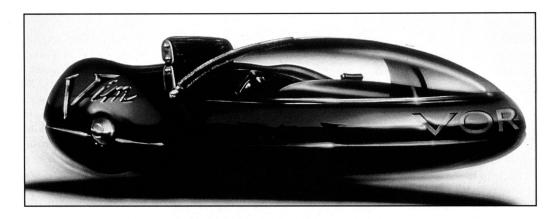
Mother Hubbard and The Old Woman Who Lived in a Shoe are

basic target games; during the allotted time, players try to toss as many balls as possible into the backboard hole. This simple task is especially suitable for 3-5 year olds; tickets are always

vended.

Three Lil Pigs is a high-action, target knock-over game. Players try to save the pigs from the Big Bad Wolf, scoring points for each pig target that is knocked over and thereby "saved." The pigs move counterclockwise continuously during gameplay.

For more information, see Doyle's booth at AMOA or call the firm for dealer referral at 813/366-3735.



VIRTUAL REALITY -SERIOUSLY

Visions of Reality, Inc. teams with top U.S. defense contractors; will bring true virtual reality units to carefully themed centers

"You can tell the measure of a person by the company he keeps." That's true of individuals, and it's equally true of corporations. When a promising new venture called Visions of Reality (VOR) unveils its virtual reality system at the AMOA Expo this month, the trade should give them serious consideration... because they're backed by some of the strongest names in the computer, defense contractor, and coin machine businesses.

That's right, showgoers will get a glimpse of big-time virtual reality at the Expo. When we say "virtual reality," we're talking about the genuine article, with head-mounted computer displays whose graphics are keyed to motiontracking sensors.

But VOR is doing more than creating the machines themselves, and more than creating software. VOR is mapping an ambitious licensing project to put its carefully controlled, highly themed "virtual reality centers" in 50 key markets across the U.S. by 1995, and eventually around the world. This will require a major financial commitment from licensees, who are initially expected to be major arcade chains, family entertainment centers, theme park owners, etc.

VOR says potential customers are already lining up. In late September, execs from key arcade chains from Hawaii to Dallas to New England — and even Latin America flew into Los Angeles for a first-hand inspection of the

Kaiser Electro-Optics' optical engineer Richard Trissel; VOR "reality expert" and project manager Ken Stone; Century Vending & Distributing prexy (and VOR marketing director) Jerry Monday; and Christensen



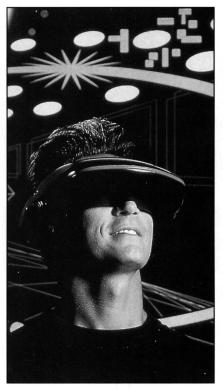
Marketing Group Director of PR Nancy Casey.

VOR prototype, and to chat about the licensing program. VOR says it already has firm verbal commitments for the building of 140 new centers worldwide which will use its products.

WHO IS VOR?

Based in Irvine, Calif., Visions of Reality is the brainchild of successful construction industry entrepreneur Dan Rice. Using his own financial resources, combined with multi-million dollar investments from private placements, Rice founded the company in 1991 with the goal of bringing VR technology to the entertainment world. "Dan's concept," said an associate, "was to use cutting-edge technology to let people 'get inside the dream' of high-end computer simulations."

Rice has visited recent national coin-op trade shows, met the major players, and pulled together the basic team which makes VOR click. Marketing pro Sonny Beckham (Black Diamond Group) and experi-



This headset designed for Visions of Reality utilizes Kaiser ElectroOptics, Inc.'s proprietary Vision Immersion Module (VIMTM) technology.

enced project manager Ken Stone round out VOR's executive team.

Now, about those big names...the "company" that VOR keeps. For its revolutionary entertainment product, VOR went out and recruited some of Uncle Sam's top defense contractors to the project. From the computer industry, VOR has partnered with some of the most respected names. From the coin machine industry, VOR has signed up a respected veteran to provide astute marketing guidance.

Among VOR's "heavy hitter" partners in product development and marketing:

• Kaiser Electro-Optics, which makes head-mounted displays for advanced U.S. military applications. Kaiser adapted its \$100,000-per-unit military gear to make a light-weight (13 oz.), hygienic, relatively low-cost, "Vision Immersion Module Personal Viewer." This VIM headset offers stereo-optics and four-channel sound. The VIM, along with its allied Polhemus head motion tracking sys-

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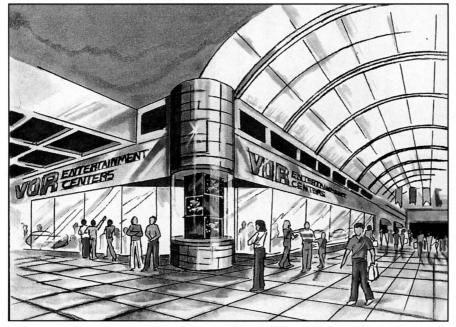


tem, will be key components of VOR's product. Kaiser also plays a vital role as VOR's systems integrator for various technologies from such firms as:

- Gemini Technology Corp., which makes real-time virtual reality graphics and 3D images. Gemini is writing software for the VOR product, to VOR's specifications and concept.
- Sense8 Corp., which makes a software "tool kit" allowing quick renderings of VR graphics. Sense8's

tool kit is being used in the VOR development process.

- Silicon Graphics, Inc., which is famed for its special effects movie work and other high-end computer graphics abilities. Silicon Graphics has built sophisticated workstation-based systems that will be installed in each "VR pod." This system will make the Gemini software work smoothly with the Kaiser VIM head-set.
 - And from the coin machine



VOR Entertainment Centers will feature an inviting appearance highlighting the entertainment and educational complex. Exterior video and graphics entice passersby with glimpses of the virtual reality experience awaiting them inside.

industry, distributing and factory sales vet Jerry Monday has signed an agreement with Black Diamond's Sonny Beckham. Under the agreement, Jerry's firm Century Vending & Distributing will serve as the marketing arm for VOR, and will also have marketing responsibilities with Black Diamond outside of coin-op. On VOR's behalf, Jerry has already landed some major coups, winning keen interest in VOR from "major-major" arcade chain toppers and famous retail chain kingpins.

THE VOR CONCEPT

As the company envisions it, a VOR location will be a complete "simulation center" containing uniformed attendants and themed sets (pre- and post-briefing rooms, simulators areas, merchandise and food counters, etc.). All of these elements will be standardized and must meet specific, detailed criteria which will be spelled out in the location operator's license agreement.

The centerpiece of each location will be complexes of six linked simulators. Centers could be 10,000 sq. ft. and up. Depending on their size, centers may contain six, 18 or 36 simulators. Licensees will own the hardware, and license the software. At presstime, four initial software programs were underway. VOR plans to offer regular future software updates from in-house and from third parties.

As in other sim centers currently under development, the VOR experience is aimed at going beyond the confines of a mere "video game." The idea is to immerse patrons in a total fantasy world from the time they enter, to the time they leave. The VR simulation will be the highlight of this total experience — less a game, than a voyage into another reality.

U.S. production will be done mainly from Carlsbad, Calif. although satellite manufacturing is envisioned for Asia and Europe. VOR plans to open a "flagship" center to display its product somewhere in Orange County, Calif. in late 1993 or the first quarter of 1994.

VOR may be contacted care of The Black Diamond Group, 15540-B Rockfield Blvd., Irvine, CA 92718; 714/587-1952.

'ROCKET' IS LAUNCHED

Rock-Ola adds new low-cost juke to line; parent firm Antique Apparatus bows "Harley" juke

Antique Apparatus announces a new addition to their current line-up of contemporary and nostalgic jukeboxes with the introduction of their latest model, *The Rocket*. Costing substantially less than a standard jukebox, *The Rocket* is designed for those locations where space may be at a premium or where collections may not justify the expense of full size, conventional jukebox.

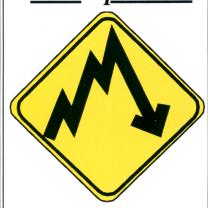
The Rocket is built to the same high degree of quality that goes into every Antique Apparatus jukebox. It packs most of the same features found on Rock-Ola's full sized Gala 5000 model, but in a more economical and compact cabinet. All major components on the Rocket are interchangeable with the Gala 5000.

Unlike some manufacturers who now use consumer grade components, The Rocket utilizes a 280 watt industrial grade amplifier designed to "blast" the competition away. The amplifier comes complete with deluxe features such as a dual slide adjustable equalizer, paging capabilities and built-in background music inputs. The Rocket also features a full 100 CD capacity and a motorized program display which presents 8 CD jackets at once.

The Rocket utilizes the



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new compact Rock-Ola CD mechanism. Designed for their nostalgic line of jukeboxes, the new mechanism features all solid-state components for enhanced reliability and is easily removed from the cabinet for ease of service.

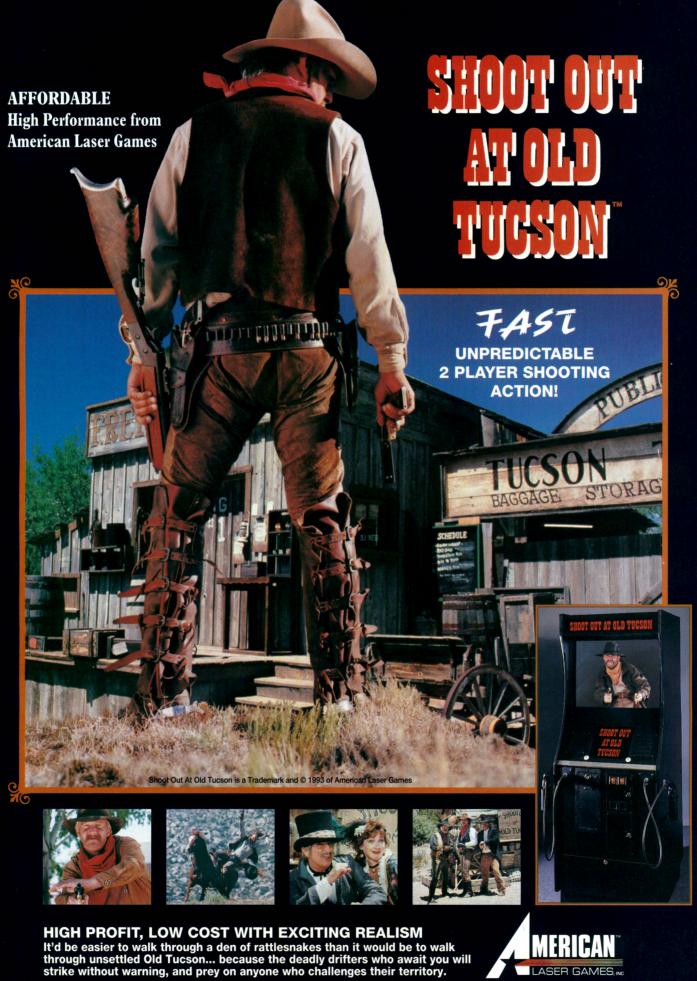
The Rocket will be available at all authorized Rock-Ola distributors by the end of October.

In addition, Antique Apparatus, has been contracted to build a custom jukebox for the Harley-Davidson Motorcycle Co. Featured prominently on the nostalgic-styled jukebox is the famous Harley-Davidson logo and the words "Harley-Davidson" in their distinctive script. Two motorcyclists grace the front door of the jukebox on mirrored panels.

The Harley-Davidson jukebox made it's debut at the recent Harley-Davidson motorcycle dealers convention held in Rapid City, SD, where it met with very enthusiastic reviews. "The response we received has exceeded our most optimistic projections,"affirmed Glenn Streeter, President of Antique Apparatus. "It's a real eye-catcher, and the Harley dealers just flipped over it."

The jukebox, while sporting a retro-look, packs a state of the art sound system. Important features include the dependable Rock-ola CD mechanism with 100 CD capacity, tuned speaker enclosure, and powerpacked 280 watt amplifier with dual 5 band equalizers.

Harley-Davidson joins Coca-Cola and Budweiser as companies whose products have been immortalized on Antique Apparatus jukeboxes. The Harley Davidson jukeboxes are available exclusively through local Harley-Davidson Motorcycle dealers.







KIDS ADVENTURE DOME

ILP says its new product will "revolutionize the kiddie ride market" with top computer graphics & interactive educational experiences

Interactive, super-realistic computer animation and an "educational" flavor are the big selling points for Kids Adventure Dome, a new twist on the traditional kiddie ride product. Produced by International Laser Productions, Inc. (ILP), the machine features three programs to start: "Adventure in Space," "Adventure to Haunted Canyon," and "Adventure in Dinosaur Land." ILP says the graphics are similar to 3D polygon graphics seen in recent arcade games...or maybe even better.

But the main point is, in Adventure Dome, kids don't just passively sit in a moving vehicle as in most kiddie rides. Instead, they interact with what ILP calls "a non-violent educational experience." To much of the trade, that will mean a simple, kid-oriented video game...but of course ILP strongly prefers to avoid the vidgame label. Operators who are promoting the piece may also prefer to use the company's trademarked phrase, "video ride," to win greater acceptance by locations and parents.

Does the ride have real educational value for young children? Well, it's just possible kids could learn a few things from the interactive component. In the Mars adventure, for example, kids hear a spoken warning of incoming meteorites, get visual cues and feel seat vibration. Hitting the right button engages the "shield" and kids see, hear and feel small meteorites being deflected. Each adventure lasts two minutes and offers six or seven chances for interaction.

ILP says the handsome graphics cost \$100,000 because they were produced with state-of-the-art computer animation technology, comparable to that used for special effects in recent top Hollywood films. For the future, software upgrades are also promised that will allow kids to select destinations during the space ride, etc.

The fiberglass cabinet weighs about 400 lbs. (182 kilos) and is suitable for indoor and outdoor locations. It includes a 12 gauge stainless steel frame with rigid metal support brackets for the monitor. Cabinet exterior features a silky-smooth jell coat finish. A double-locked, steel reinforced door at the rear of the "dome" offers access to coin box, controls, and electronics.

Vocal programming is currently available in English, Spanish, French and German with more languages being added as needed, said the firm.

By the way, several Bally alumni are key figures in ILP. Company prexy Jim Barret was president of several Bally divisions. Chief engineer designer Marty Keane held a VP-engineering post with Bally. A former Bally CFO, Bob Weber, is ILP's financial director. Non-Bally talent is also top-notch. The chief electrical engineer is Henry Cadadas. CEO Dan Slater claims several coin-op "firsts" and production chief Scott Carlson is also an experienced coin-op designer.

ILP says production is "well underway" in Illinois, at their Des Plains/Chicago factory. First units were to start shipping in August. For more information, contact the firm at 708/803-0400.

THE LAST ACTION HERO

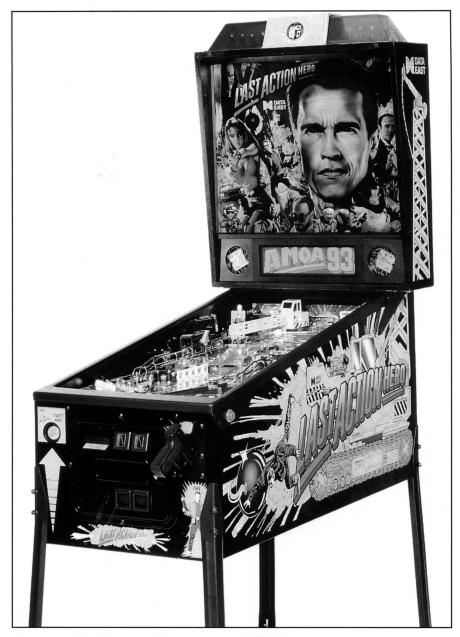
Data East Pinball captures Arnold Schwarzenegger tough-guy appeal

Not content to rest on the success of its latest Number One dino-sized hit, *Jurassic Park*, Data East Pinball plans to muscle into the pinball market with *Last Action Hero*, featuring Arnold Schwarzenegger. Following in the lucrative tracks of the terrifying Tyrannosaurus, Data East has combined innovative technology with Arnold's huge box-office appeal in the hopes of creating another monster chart topper.

Last Action Hero is pumped up with special features, many of which are based on the incredible sights and sounds of the summer's most pyrotechnic-packed movie. The action begins when a replica pistol fires the ball onto the playfield, while heavy metal riffs from AC/DC, Queensryche and MegaDeth pour through a BSMT 2000 sound system.

Other notable features include an earth-shaking Super Crane that moves the ball across the playfield, dual captive ball action for three to six ball play, Magic Ticket Magnets and up to 13 separate mini games.

With Arnold lending his likeness to this explosive new game, Data East is looking fit for survival in the post-Jurassic era. For more information, contact an authorized Data East distributor or call the firm for referral at 408/286-7080.







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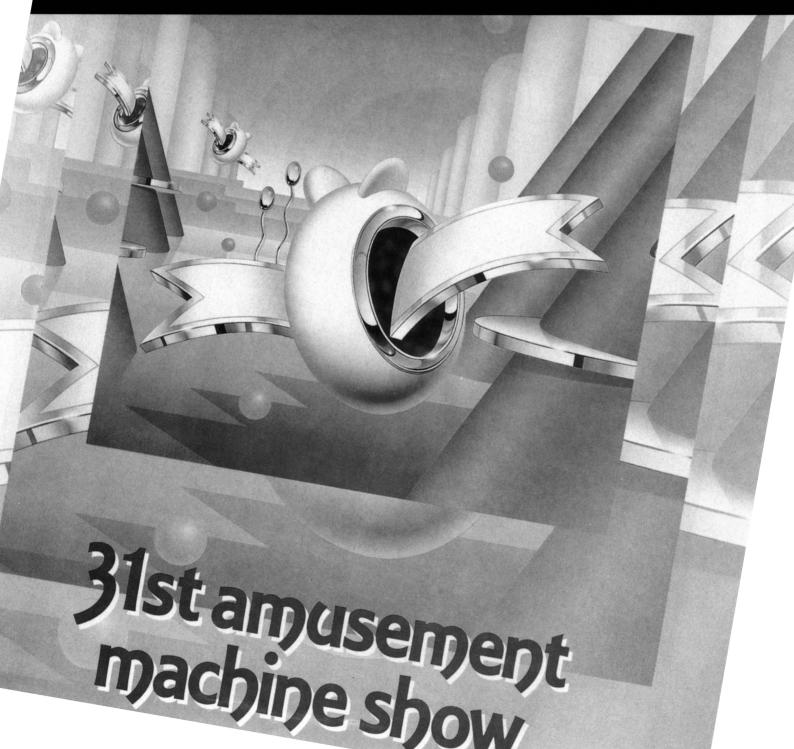
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ONCE AGAIN, JAMMA SAYS "BIGGER IS BETTER"

U.S. tradesters endorse trend toward larger, more sophisticated games; Tokyo show boasts record number of booths, exhibitors and total attendance

The future of coin-op was on display at JAMMA '93, held near Tokyo from Aug. 26-28. That future includes the adaptation of 3-D polygon graphics to video fighting games — a sensational development that could redefine and revitalize this already-hot category. Hits of the show included Sega's Virtua Fighting and Capcom's Super Street Fighter II, plus fighting, driving and sports games from other top firms.

JAMMA also showed that leading Japanese factories will continue their trend toward larger, more elaborate, more expensive games (and locations). Some tradesters noted a relative lack of small, inexpensive kits — a familiar complaint during the past few years.

This, in itself, is not new. What was strikingly different this time about Japan's on-going love affair with "big everything"? At JAMMA '93, some leading American operators agreed it was time for the U.S. to start getting with the program. AMOA President Craig Johnson, among others, indicated "it's time for our market to move forward" and



Above: striking art at the entrance to the JAMMA 1993 exhibit hall. (Photo: P.S.) Below: Sega was tied for the largest booth and certainly offered the widest variety of product. (Photo: P.S.)

embrace the larger, costlier, hi-tech games of the future.

RECORD EXHIBIT FLOOR

This was JAMMA's 31st annual show, and it was indisputably a suc-

JAMMA CAPTIONS: LEGEND FOR PHOTO CREDITS

Credits in caption lines for photos from the JAMMA show refer to the following people or organizations:

J.R. - John Ryan, Osaka correspondent

P.S. — Pat Schroeder, California Games

L.B. — Lucinda Bender, Namco America G.S. — Gail Sherman, General Amuse. Corp.

GMM — Game Machine Magazine, Osaka





Capcom was tied for largest booth space at the 1993 JAMMA show. They pulled in great crowds with a new title in their $Street\ Fighter\ series$. (Photo: J.R.)

cess. At more than 27,000 sq. meters, JAMMA '93 measured nearly 50% more floor space than last year's record-sized exhibition. Booth displays from 67 exhibitors (up 20% from last year) sprawled across four halls at the gigantic Makuhuri Messe convention center in Chiba, about two hours from Tokyo.

"This was a mama of a show, almost as if everyone was competing in terms of booth size," commented Namco-America's VP Kevin Hayes. And indeed, the "image factor" does spur major manufacturers to compete for the biggest, flashiest booths. Unlike U.S. and European shows where the emphasis is on selling, JAMMA puts the stress on prestige. Major factories compete strongly to get the largest booths, to have the brightest and flashiest displays, and to show off their latest technology (even if it's years from appearing in product form). Japan really puts its best foot forward at this show, which explains why U.S. trade members



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Mr. Francisco C. War President Midway Trading Corp. San Francisco, Calif. To Whom It May Concern:

As operators of five arcades in an Amusement Park, Fun Center and Hotel, we work very closely with the staff at Century Vending. We have found that they provide sound advice, good pricing and quick response to our needs.

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Craig S. Moorhead Vice President Boardwalk Operations Santa Cruz Beach, Calif. Greetings:

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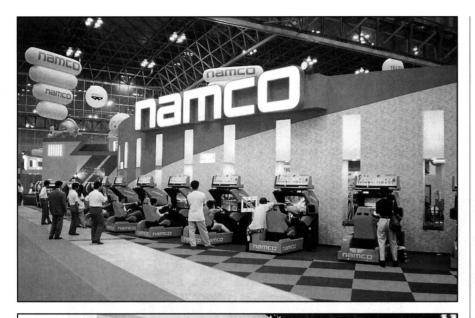
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Michael P. D.

Director of Purchasing
Malibu Grand Prix Corporation

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At top: Namco's booth highlighted spectacular new technology. They're the first to bring high-end computer graphics, texture mapping, etc. to a driving game. (Photo: J.R.) Center: Konami's booth offered solid product in a growing number of product categories. (Photo: J.R.) Bottom: SNK's booth featured imaginative displays of new software for their Neo-Geo system. (Photo: J.R.)

who visited JAMMA for the first time commented on how much larger and classier the booths and displays were, than those by the very same factories at some other major shows around the world.

Sega and Capcom led the "space wars" this time, each taking 136 booths. Namco spread its wings with a very impressive 124 booths, while Konami was a heavyweight with 100 booths. Following closely was Taito (91 booths), then Jaleco (70), Irem (60), Tecmo (49) and Data East and Sammy (30 booths each).

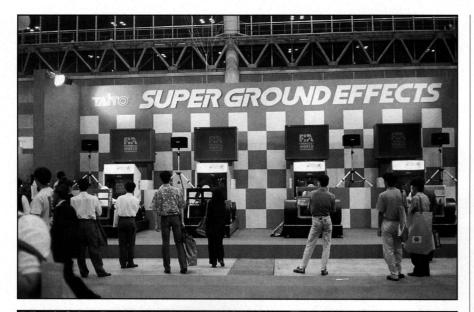
For the first time ever, U.S. firms were permitted to exhibit goods at the JAMMA show. Four American companies took advantage of the opportunity: Williams/Bally-Midway; Doyle International; Skeeball, Inc.; and Bob's Space Racers. WMS took a 20x10 foot booth and showed their latest hot videos, pins, and novelties with closed-circuit cameras and large overhead monitors. "Our main reason for going was demonstration and education," said WMS's corporate productions manager Jim Greene. "We hope to increase the penetration of pinball into the Japanese market." WMS sales VP Joe Dillon also attended with translator Bill Fink. Reception was generally very good and WMS said it will give strong consideration to attending future JAMMA

Of the four U.S. firms, only Bob's Space Racers did not display equipment in their booth. BSR President Jack Mendes said his firm's presence was chiefly intended to demonstrate support for their Japanese distributors such as Tecmo and others, and that BSR will not sell direct in the Japanese market.

ATTENDANCE FIGURES VARIED

Trade attendance was down a bit from last year, due in part to the lesspopular August dates (a slow selling









At top: Taito put the emphasis on their new driving game. (Photo: L.B.) Center: Data East may have borrowed an idea from the Hard Rock Cafe with their eye-catching automobile display. Also notice the "Jurassic Park" entry sign. (Photo: L.B.) **Bottom:** Jaleco showed some handsome products that prove they're serious about expanding their coin-op appeal. (Photo: L.B.)

season in Japan) and forecasts of bad weather. The forecasts were accurate. A raging typhoon hit Japan during showtime, flooding some subway stations on JAMMA's second day. Reportedly, about a million commuters were diverted or stranded. Rerouted passengers were crammed even more tightly than usual into the remaining subway cars. Some appointments were missed and long delays resulted. And yet, despite the massive downpour, nothing could lessen the steamy heat of Tokyo in August. "Even the rain was hot," groaned one U.S. operator.

These factors took their toll. Some 16,634 trade people visited the JAMMA Show during the first two days (counting each return trip by the same person as one visit), as compared to about 18,000 last year. However, when the typhoon passed, the general public flocked to the show's third day: 8,766 game fans streamed into the show, up from about 6,500 last year. All those fans pushed total attendance up a bit to 25,400 (last

year it was 24,541).

The number of overseas trade visitors was marginally up from 774 last year to 995. Most of the Americans who made the trip were employees of Japanese subsidiaries, plus the usual sprinkling of distributors, operators and association leaders. The American presence at the show was further strengthened when AAMA president Steve Koenigsberg gave a short address during the opening ceremony and participated in ribbon-cutting formalities.

LARGER SIZE, WIDER VARIETY

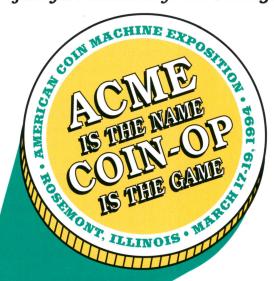
JAMMA needed more space this year for two reasons: first, there were more exhibitors. But second, and maybe more importantly, factories displayed a wider variety of machines and larger, more sophisticated equipment. Things have



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Sammy Industries showed product for Japan's market including these imported hit pinball machines from Premier Technology. (Photo; J.R.)

changed! A decade ago, factories like Sega, Taito, Namco, Konami and Capcom showed mostly video games aimed at the vidgame arcade market. But at this year's show, those same manufacturers unveiled a much wider range of product, aimed at a far more diverse market. Equipment at JAMMA '93 ranged from large-size simulators (aimed at theme parks) to gambling-type medal games (for Asian arcades) and cutesy kiddie redemption games (for shopping centers).

JAMMA's own figures showed some 2,913 machines were exhibited. Of these, 980 were video (34%); 492 were medal games (17%); 339 were prize machines (12%); 236 were arcade games (8%); with the balance comprised of miscellaneous equipment categories.

This wide range of offerings by the large manufacturers reflects the diversified nature of the operating sector in Japan...and, increasingly, around the world. Recent years have transformed the typical Japanese arcade from the small, dark, smoky haunt of truant teenage boys to a large, bright, clean "entertainment center." Mini theme parks are also coming on line in Japan. The same trends are booming in the U.S. as arcades are upgraded and pocket parks flourish. Japan intends to push these trends hard in both countries, as well as in Europe.

As a matter of fact, JAMMA '93 was co-sponsored by the Japan Amusement Park Equipment Assn. (JAPEA)...the very organization from which JAMMA broke away when it was formed over a decade ago. Obviously, the distinction between the two industries is becoming blurred.

Please read our companion stories, on the following pages, for a rundown of products shown by major factories at JAMMA (including projected release dates); and a report of the key political issues, discussion and personalities at JAMMA.



TOP HITS OF JAPAN

from Game Machine Magazine, Oct. 1, 1993

TOP 25 VIDEO COCKTAILS

Model (manufacturer)

- 1 Samurai Shodown (SNK)
- 2 Quiz Channel Question (Nakanihon)
- 3 Puyo Puyo (Sega)
- 4 St. Fighter II: C.E. Turbo (Capcom)
- 5 Premier Soccer (Konami)
- 6 Quiz Gakumon (Konami)
- 7 Hat Trick Hero '93 (Taito)
- 8 Mobile Suit Gundan (Banpresto)
- 9 Tant-R (Sega)
- 10 Quiz Kokorogy (Tecmo)
- 11 Super World Stadium '93 (Namco)
- 12 Quiz Channel Question (Nakanihon)
- 13 Shanghai II (Sun Electronics)
- 14 Quiz Makyu's Adventure (Namco)
- 15 Quiz Life Theater (Taito)
- 16 World Rally (Gaelco/Sigma)
- 17 Emeraldia (Namco)
- 18 Metamorphic Force (Konami)
- 19 Slam Masters (Capcom)
- 20 Super Shanghai (Hot-B/Taito)
- 21 Aero Fighter (Video System)
- 22 Seibu Cup Soccer (Seibu)
- 23 Atomic Punk 2 (Irem)
- 24 Samurai Ace (Psikyo/Banpresto)
- 25 Match It 2 (Irem)

TOP 15 UPRIGHTS & COCKPITS

Model (manufacturer)

- 1 F1 Super Lap (Sega)
- 2 Air Combat (Namco)
- 3 Outrunners (Sega)
- 4 Speed King-King of Quiz (Jaleco)
- 5 Lethal Enforcers (Konami)
- 6 NBA JAM (Williams/Taito)
- 7 Suzuka 8 Hours [del.] (Namco)
- 8 Title Fight (Sega)
- 9 Captain Flag (Jaleco)
- 10 Suzuka 8 Hours [standard] (Namco)
- 11 Virtua Racing [twin] (Sega)
- 12 Warriors of Fate (Capcom)
- 13 Rail Chase (Sega)
- 14 Final Lap 3 [standard] (Namco)
- 15 Virtua Racing [deluxe] (Sega)

TOP 5 FLIPPERS

Model (manufacturer)

- 1 Jurassic Park (Data East)
- 2 White Water (Williams)
- 3 Addams Family (Midway)
- 4 Getaway (Williams)
- 5 Rocky & Bullwinkle (Data East)



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JAPAN'S FALL LINE

hot new games make their appearance at the JAMMA Show; here's what the U.S. trade can expect to see at AMOA

What machines were hot at JAMMA '93? "The big hit that will make everyone lots of money is Sega's *Virtua Fighting,*" according to Pat Schroeder, CEO of California Games (Ontario, Calif.).

Sega was tied for largest booth display at JAMMA, so we'll start with a rundown of their product. About *Virtua Fighting*, Pat Schroeder continued: "This game was by far the dawn of a new era of games. I mean, this is it! It's got computerized 3-D graphics with effects that are unreal. You can even have a monitor that shows the fighting action from a different angle! A Sega rep told me they've never tested a game with









Top left: Sega's Virtua Fighting was rated "hit of the show" by many. (Photo: G.S.) Bottom left: Virtua Fighting sports first-ever 3D polygon graphics in a fighting game. (Photo: J.R.) Above: Sega's new System 32 driver is F-1 Super Lap. The name is licensed by FOCA to Fuji Television, © Sega 1992. (Photo: J.R.) Middle Column: Scifi buffs will like Sega's Alien 3: the Gun. Title is trademarked & copyrighted by Twentieth Century Fox Film Corp., all rights reserved. (Photo: J.R.) Below: Here's a glimpse of Sega's Star Wars prototype. Title is trademarked and copyrighted by Lucasfilm Ltd. (all rights reserved) and is used under authorization, © Sega 1993. (Photo: G.S.)



RePlay Magazine October 1993 Page 139

such high earnings as this one. The version shown in Japan is very large, but they plan a 29" street version at a reasonable price. If they keep making games like this, we've got plenty to look forward to in our industry... that's for sure!"

Virtua Fighting is a two-player unit, now on test in Tokyo. According to Sega, the daily income is a whopping 60,000 yen (that's \$600 a day in U.S. terms, but remember Japanese locations charge higher prices than ours do). At any rate, we've heard reports from Sega folk that this is their highest-earning test game, ever. It's due for a simultaneous, worldwide release in December of '93 or early 1994.

Also from Sega is a new formulaone driving game called *F-1 Super Lap.* It uses the names of actual drivers and teams under license and allows four cabinets to be connected together for eight players to race against each other. Projected release date is October or November for Japan, and November for the U.S.

Sega showed a gun game based on



Sega's "Sonic the Hedgehog" is a home game hit; here he makes an arcade machine appearance. (Photo: G.S.)

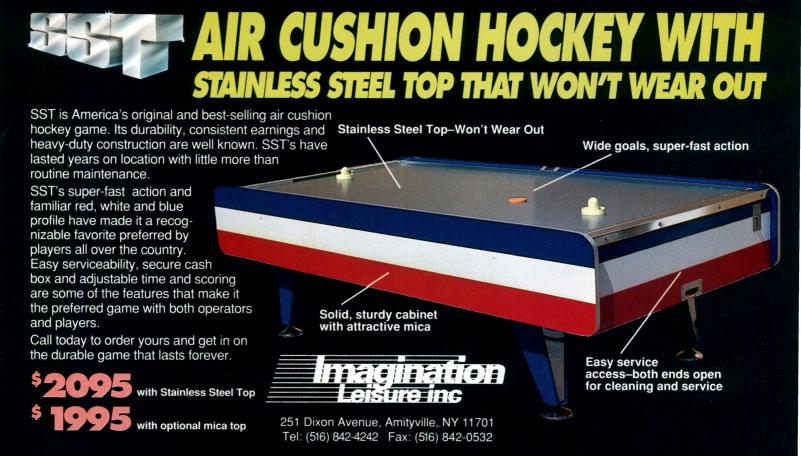
the third "Alien" movie. In *Alien 3:* the *Gun*, players use heavy machine guns to blast away at the cosmic villains. It's set to ship to the U.S. in

October; to Japan in November or December.

Besides almost ready-to-go product, Sega displayed some "way out there" stuff that's still under development, or is beyond the traditional scope of the coin machine industry. Michael Jackson in Scramble Training is the latest software package for their large moving theater-simulator called AS-1. It's an interactive story that shows pop music's top star realize his dream to pilot a spaceship; players get to go along for the ride. Eight AS-1 machines are on location in Japan and one will be featured at Sega's Luxor Hotel venture in Las Vegas (still another one is going to a British game center).

Sega used some "put the player in the game" technology for a fighting game called *Dragon Ball*. This type of thing has been done a couple of times before for coin-op and the home; the difference is Sega has totally eliminated joystick and buttons. If the player kicks left, so does his screen character.

Finally, Sega showed Star Wars as







Above left: Super Street Fighter II from Capcom was a major show hit. (Photo: J.R.) **Above right:** Super Street Fighter II from Capcom also came in a tournament edition. Here, four cabinets are linked for an eight-player contest. (Photo: J.R.)

a work-in-progress; it's a simulation ride. They also let showgoers see that stunning video tape of graphics from their upcoming vidgame driver *Daytona*, which incorporates computer mapping and texture graphics from GE Aerospace. Insiders say to

look for this one around December.

NEW FROM CAPCOM

Capcom was tied with Sega for "biggest booth" honors and they also had some exciting product on display, although Sega gets the honors for hi-tech and sheer variety. Capcom showed *Super Street Fighter II*, which was still under development at showtime but won rave reviews nevertheless.

Scheduled for a simultaneous worldwide release in October or







Above left: Namco's Ridge Racer features the next step in arcade game visual appeal:high-end computer graphics including texture mapping, realistic shadows, etc. (Photo: J.R.) Above right: Actual dials on the control panel help add to the realism of Namco's Ridge Racer. (Photo: G.S.)

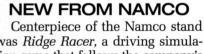
November, this game was certainly the most popular with young players who crowded in on the third day of the show. Most U.S. operators and dealers who visited JAMMA spoke enthusiastically about it as well. California Games' Pat Schroeder was one of them.

"A major hit of the show was the

new Super Street Fighter II: The New Challengers," he said. "It has four new characters, more speed and different moves. Capcom's booth was always jammed three deep in line to play. This game also has a 'tournament battle edition' with four games sitting side by side, linked for four pairs of players who work their way

along the various playstations as needed to establish the champion."

Two new technological wrinkles in this game are the use of a Q-Sound chip (for 3-D audio) and enhanced anti-copy protection which Capcom says is much improved. Capcom also showed American Laser Games' Mad Dog II, plus a variety of redemption, crane and gaming pieces for the Japanese market. These may also be sold overseas if warranted, said the firm.



was Ridge Racer, a driving simulation game that follows the company's successful "dynasty" of Winning Run and Final Lap titles. Super-real (and super-beautiful) graphics are achieved by use of texture-mapping and shading technology; you've got to see it to believe it. There's been a race underway to be "first" to bring this hi-tech to coin-op and with the release of Ridge Racer, Namco takes the honors. The game will be sold in dedicated form in Japan, with kit versions shipping to the U.S. — wow! Projected release dates: Namco is planning for a simultaneous world-



The deluxe Cybersled from Namco combines driving & fighting action in a sci-fi setting. (Photo: J.R.)





Above left: Sci-fi Olympics are the theme of Namco's *Numan Athletics*, which sold in kit form. (Photo: J.R.) **Above right:** The ultimate in road racing? Namco's *Street Viper* is a licensed product featuring laserdisc depictions of live-action film footage. (Photo: J.R.)



Middle left: Namco's mechanical R&D division contributed *Zombie Castle*, a fun laser gun game. (Photo: J.R.) **Lower left:** Top Gun wanna-be's can't resist Namco's *Air Combat*. (Photo: J.R.)

wide shipment this month.

Cybersled, featured in RePlay's cover story last month, was the other main Namco product at JAMMA. It's a sitdown simulator for one or two players, using polygon graphics to depict a wild, fast, sci-fi hovercraft battle. It's out now in Japan and hits the U.S. this month.

Namco showed its *Numan Athletics* video, sort of a "sci-fi Olympics" with exaggerated feats of

strength and skill that could only be accomplished in a video fantasy. Simple, very creative and cost-effective, the game will be sold in kit form. It's out now in both markets.

KONAMI

A leading American distributor named Konami's super-realistic *Slam Dunk* basketball game as one of the show's big hits. Every type of dunk action is featured, starting with (of course) slam dunk and back-dunk shots. The player can also block opponents' shots, double-clutch and swing from the basket after completing a dunk! Up to four players can





Konami's super-realistic dedicated basketball video, Slam Dunk, was named as a top show hit.





Above left: Polynet Warriors from Konami incorporated polygon graphics into a fighting game. (Photo: J.R.) Above right: Here's another view of Konami's impressive Slam Dunk video game. (Photo: J.R.)

play simultaneously. The game will be sold as an upright in the U.S. (should be shipping now); Japanese release follows later this year.

Polynet Warriors is Konami's first fighting game to use polygon imagery. It's a missile-battling game between robots for up to four players. Players have freedom to move their field of vision 360 degrees. The game will be sold in dedicated in the U.S., using an American-designed cabinet.

FREE F

Konami also sells games in kit form now and then, like the 3-pl. fighting game *Violent Storm*. (Photo: J.R.)

Shipping date is supposed to be by November for the U.S. market; no decision had been made on a Japanese release schedule at presstime.

Does Konami have any kits? Yes, Violent Storm: a fast-paced fighting game, set at the end of the 20th century, for up to three players. Pressing both buttons at once gives you special attack powers. It's shipping now worldwide.

Konami has made a big effort to diversify its product lately. Beyond just video (where home games remain their big moneymaker) the firm now does gaming pieces for adults and medal reward games for kids. They are all aimed at the Asian market to start, although Konami's overseas GM (Mr. Kenji Hiraoka) told RePlay they'd like to sell these units overseas if technical, support and regulatory barriers can be overcome.

NEW FROM SNK

While the Segas and Namcos press ahead with big, fancy, near-theme park type equipment, SNK continues



SNK put the spotlight on their sequel Fatal Fury Special. It's for Neo-Geo, of course. (Photo: J.R.)



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Samurai Spirits, already topping the charts in America, reminded showgoers of SNK's extensive software library of hits. (Photo: G.S.)



Above: Taito had a winner with *Super Ground Effects*, a sitdown driving simulator with very realistic touches in gameplay. (Photo: J.R.) **Below:** Here's a better look at the handsome cabinet of *Super Ground Effects* from Taito. (Photo: J.R.)



to plug along faithfully with its much-respected Neo-Geo system of standard upright video game cartridges. Their top piece at JAMMA was Fatal Fury Special, sequel to the earlier worldwide hit. SNK execs felt the game strongly challenged Capcom's piece for "best fighting game sequel" honors, and we'll watch future charts to see which comes out on top (and which lasts longest). The game had its worldwide release on Sept. 20.

The rest of SNK's booth was filled with the wide variety of games (fighting, racing, sports, shooting, quiz types, etc.) that have made the Neo-Geo system so successful.

NEW FROM TAITO

Taito's main offering at JAMMA was a formula one driving game called *Ground Effects*. Using industry standard technology, the game gives a more realistic feel by adding actual F-1 team names and race tracks, a rear view mirror (used to check opponent's moves), pit stops, etc. Various mechanical hitches such as engine failures, blown tires and grinding gear boxes will crop up in gameplay from time to time, to make the experience even more lifelike!

During August the game was on location test in Japan, where the firm said daily income ranged from 30-40,000 yen (in U.S. terms that's \$300 and up, but remember Japan charges higher play prices than most U.S.



Taito also showed a 2-pl., two-screen game called *The First Funky Fighter.* (Photo: G.S.)



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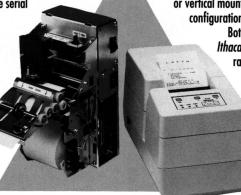
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Jaleco showed a laser gun game called *Alien Command*. (Photo: J.R.)

locations). The game was due for late September shipment to Japan; release to the U.S. had not been set at presstime. Also planned is a limited edition (150 to 200 units) of an ultradeluxe version, where players sit in real formula-one car cabinets.

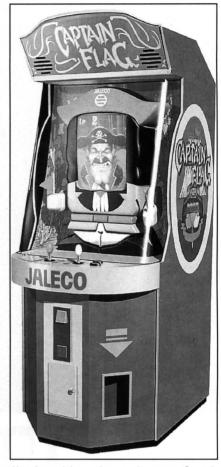
Taito showed eight software titles for its very expensive R-360 gyroscopic cabinet; one title (Viper) is based on the world's largest roller coaster. Taito's small theater-type motion simulator, Idya, was also shown with various software packages. Most other Taito pieces were redemption and fortune-telling types for the home market, along with some hot WMS videos and pins already out in the U.S.

NEW FROM OTHER FIRMS

Alien Command, a two-player laser gun game, was highlighted at the Jaleco booth. Players blast away at aliens before they reach the helpless astronauts. Jaleco also showed Super Strong Warriors, a 3-D wrestling game. On sale now in Japan, Captain Flag may be their big hope for U.S. sales; it's an electromechanical arcade novelty where players must react quickly to voice commands to make the mechanical pirate's arms go up and down (it ships to the U.S. in October or November).

Irem showed two video games. Ninja Baseball Batman is a two-player comical action fighting game that has nothing to do with America's Pastime. Instead, characters wield baseball bats to pound the baddies into submission. Japanese release date was unclear at presstime, but it ships to the U.S. in late October. Perfect Soldiers, set for November U.S. release, is a two-player hand to hand combat game where players can join forces, or fight each other. Irem also showed a truck race novelty called Hill Climber which tradesters have seen under Romstar's jurisdiction at recent U.S. shows.

Tecmo had little if any product for export. No wonder 90% of its coin-op business is in the domestic market! In fact, nine of Tecmo's displayed products were imports from overseas makers (like redemption pieces from Doyle and Bob's Space Racers). Tec-



Also from Jaleco: the novelty game *Captain Flag.* (Photo: J.R.)

mo said it would unveil a new video at the AMOA Expo.

Data East showed *Night Slashers*, which had already arrived at some U.S. dealer showrooms by early August — a two-player fighting game





Left: Data East had a fighting game called *Night Slashers*. (Photo: J.R.) **Above:** A goofy electromechanical gun game called *Flower Busters* was on view at the Data East stand. (Photo: J.R.)

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Nihon Selmo Co. Ltd. showed JAMMA 1993 attendees their Guardian 3D Battle Simulator video, which linked six deluxe cabinets. (Photo: G.S.)

offering special moves that can only be achieved in concert with your fellow player. It's shipping now. Another two-player video, Miracle Adventure, is a cute treasure hunt item. It's also Data East's first software for the SNK Neo-Geo system and ships globally next month. Data East also showed its first-ever laser gun game, Flower Busters. Their Jurassic Park pingame, slated for Sept. 1 release in Japan, won strong response. The flipper hit number one on Japanese charts this month.

Sammy Industries debuted three new games for their SSV system. Samurai Arts and Street Brawl are both fighting games digitized graphics. Both ship this month to America, next month to Japan. Dyna Gear pits players against dinosaurs circa 30,000 B.C. but it arrives now in America, next month in Japan. Sammy also showed Premier's Tee'd Off pinball and a familiar basketball novelty from Williams Electronics.

Video System (McO'River in the U.S.) showed its car driving kit Lethal Crash Race, now selling in Japan. It's currently testing in the States with no firm release date announced on this end. Human showed its video soccer game Grand Striker, shipping to Japan now and the U.S. next month. Tao Plan showed a comical "lie detector" game called Enma Daio at least, that's what they're calling it in Japan where it ships mid-October. Any U.S. release date was undecided at presstime.

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PLAY PRICING: AYE, THERE'S THE RUB

at JAMMA, global trade leaders agree U.S. must go beyond quarter play; America asks Japan's factories to help via various marketing tools

Ho-hum, nothing new. For at least the second year in a row, the JAMMA Show offered a future made up of big games, designed for big locations, and (needless to say) with big price tags attached. Same-old, same-old, yes?

Actually, no. Something very different happened at JAMMA '93. After years of American complaints about "where are the cheap kits?", some leading U.S. trade members now say it's time to get aboard Japan's biggame program. And several Yanks consulted with Japanese industry leaders on how to work together, to solve America's problem of 25 cent play pricing.

According to AMOA President Craig Johnson, who represented the U.S. operator association at JAMMA: "It's true that Japanese video companies are putting a lot of money into large games, but this has been going on for years — so U.S. operators should be getting more in line with that. Yes, we've got to service existing locations, but the idea is that larger pieces will allow us to offer the appeal of hi-tech. We can't go forward with new technology if we're limited to a \$2,495 upright cabinet."

But getting aboard JAMMA's "big game" program will require U.S. operators to charge higher prices... which is easier said than done. Japanese operators typically charge the U.S. equivalent of \$1 per play for a standard game; the better games cost even more to play. Meanwhile, American operators are still stuck on 25 cents per play for most video. Accordingly, Americans have a harder time making big, expensive games pay for themselves.

Is there an answer? Could



be...especially now that everyone is paying so much attention to the problem. Play pricing became a leading topic of conversation between Eastern and Western trade members at JAMMA '93. JAMMA President Hayao Nakayama stressed the need for new formats and new ways of thinking at the "summit meeting" of international association leaders from Japan, the U.S. and Europe.

NEEDED: HIGHER PLAY PRICES

Mr. Nakayama expressed concern that U.S. operators are apparently unwilling to budge from quarter play, and that means it will be harder and harder for them to upgrade their equipment as costs rise. America's 25 cent play hasn't changed in 20 years, he said, so now America's average gameplay cost is slightly more expensive than China, but less than in Thailand.

Nakayama added that Japan's price per play used to be 30 yen, but

Above: Top leaders from JAMMA and the Japanese government at the ribbon-cutting ceremony which opened the show, accompanied by AAMA's Steve Koenigsberg. (Photo: GMM) **Below:** AAMA President Steve Koenigsberg makes a few remarks of thanks and cooperation at the JAMMA 1993 opening ceremony. (Photo: GMM)









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Above: Steve Blattspieler, VP of Irem America. (Photo: G.S.) Top left: The JAMMA Summit Meeting featured leaders from JAMMA, AAMA, AMOA, Euromat and BACTA. (Photo: GMM) Bottom left: At the summit, from left: AMOA president Craig Johnson; AAMA president Steve Koenigsberg; AAMA Exec Director Bob Fay; and BACTA's Stan Bollum. (Photo: GMM)

the manufacturers forced it up to 100 yen (about a dollar) despite fierce opposition from operators. The result, he said, is the buoyant state of the amusement industry in Japan today...one of the few strongly growing sectors in an otherwise recessionary economy.

But several different solutions could be on the way...solutions that benefit from cooperative efforts between operator, distributor and manufacturer in Japan and the U.S. alike.

"The Japanese are very emphatic that price per play must go up," said AMOA topper Craig Johnson. "We think we can do that [raise play prices], but it has to happen by offering a higher perceived value," he added. "We hinted that we wanted to use advanced technology for this purpose, and hoped we'd have their support. The Japanese factory presidents said they'd discuss it with their U.S. subsidiaries. In addition, the dollar coin is an important factor to support operators in their desire to charge a higher vend price."

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Konami's London sales topper Steve Bierrum with the firm's overseas dept. GM, Mr. Kenji Hiraoka. (Photo: J.R.)



SNK's overseas dept. GM, Mr. Y. Jinno. (Photo: J.R.)

"CHANGE IS INEVITABLE"

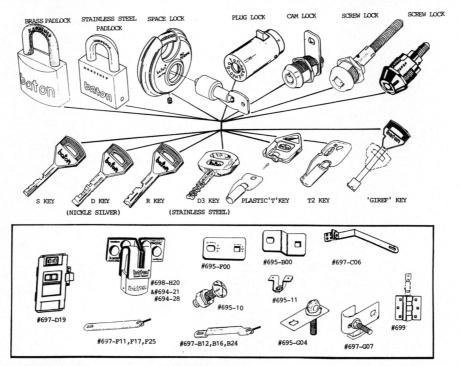
AAMA President Steve Koenigsberg visited JAMMA along with AAMA Executive Director Bob Fay. As the first distributor to head the U.S. factory-dealer association, Steve has a unique take on the "big games, higher prices" issue...one which reflects his seasoned "man in the middle" perspective.

Steve said: "At JAMMA I saw good, entertaining packages that — unfortunately for us in the USA — are geared towards a 'higher vend mentality.' The bottom line is, at some point our consuming public will have to pay more, if they're going to continue getting higher end equipment. The operator can't make it on quarter play. So in that sense I'm saying change is inevitable, simply because the demand for more and

better entertainment will underwrite technology and innovation. But there's a price to be paid for that, and it looks like other parts of the world are a little bit ahead of us."

Steve said he felt his private talks with Japanese manufacturers did much to help them understand the American operators' dilemma of play pricing problems, and how manufacturing and distribution in both countries could play a constructive role.

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At Data East, from left: pinball division's int'l. sales & service mgr. Jim Gorman; Japan pinball division GM "Harry" Horiguchi; and Data East Pinball exec VP Gary Stern. (Photo: J.R.)

WHO SHOULD TAKE THE LEAD?

When it comes to play-pricing, the ball belongs in the manufacturers' court, according to American arcade operator Bill Beckham (Red Baron, Ohio). He told anyone who cared to listen that "the dollar coin is not coming any time soon and people should not sit back and wait for it."

Japanese factories must do the marketing spadework to help operators raise prices, Bill continued. "Unlike the operations industry in Japan, which is dominated by the manufacturers, the U.S. operations sector is fragmented and highly competitive," he pointed out. "Therefore, it is up to the manufacturers to take the lead and force up the price. They can do this by attaching bill validators to the

larger machines. We might not have a dollar coin, but we do have a dollar bill...and few people are going to complain about the cost of a \$300 bill validator, when they are paying \$10,000 for a piece of equipment."

While some U.S. trade members liked the larger, more expensive games, not all of them did. At least one American tradester said he wasn't concerned about running out of kits, either. "I'm not too worried about factories pushing overly large or expensive games," said California Games' Pat Schroeder. "Manufacturers adapt to the American market. One company is releasing its strong new game in kit format, even though they originally planned to release it in dedicated form. They're making this change because customers from so

many countries complained. So I think the factories are aware of the operator's needs."

Another U.S. operator may have spoken for the majority of the American operating population with a more frankly critical view. "The technology of the larger machines at the JAMMA show is impressive, but these games just don't fit into my locations, nor does the price fit my pocketbook," said Gail Sherman, VP of marketing at General Amusement Corp. (Calabasas, Calif.). She praised the SNK Neo-Geo system and liked several of the cute, kid- and familyoriented games which were shown at nearly every booth. "I hope Japan will bring some of these titles, which we operators normally never see, to the United States," she said.

SUMMIT TACKLES OTHER SUBJECTS

A couple of years ago, previous JAMMA President Masaya Nakamura (Namco) instituted these "summit" meeting of leaders from various international associations (including Britain's BACTA) at major trade shows. Coin-op summits are, by now, traditional and well-regarded features of global industry gatherings. Today's JAMMA President, Mr. Nakayama of Sega, has opened up the summit format by allowing JAMMA directors to attend...and even allowing attendance by the trade press, to some extent!

"I commend the authors who took



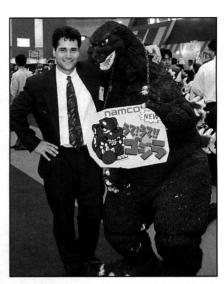
Shinya Nishina of Human Amusements' int'l. business dept. with their Grand Striker soccer game. (Photo: J.R.)



U.S. factories were allowed to exhibit at JAMMA for the first time this year. From left, Bob's Space Racers prexy Jack Mendes; Skee Ball exec VP Mark Kane; and BSR's sales top Ted Sloan. (Photo: J.R.)



Namco hosted a fine cocktail party...pictured are Sipen's Gianfranco Maffioto; Namco Chairman Masaya Nakamura; French operator Madam Pesch, and Namco's Shane Breaks.



Namco-America's national sales chief Frank Cosentino with his new best friend, Godzilla.

JAMMA, AMOA, AAMA & Euromat into a 'summit meeting' format," said AAMA chief Koenigsberg. "It's the only opportunity for coin-op entities at a strategic international level to discuss policy issues, concerns and opportunities in an international forum, and to see how to better coordinate our activities. This ultimately helps in issues like standardization and others with a real, positive dollar im-

pact on the operating community."

The JAMMA '93 summit covered many subjects. Among them were UL approval issues, dollar coins, play pricing, and video game violence. Johnson and Koenigsberg agreed the talks were constructive and useful, especially when it came to government regulation, lab testing and certification, etc. "Our comments sparked a constructive dialog, particularly in

the area of product safety," said AAMA's Steve Koenigsberg.

"We also talked at the summit meeting about the fact that we're getting some backlash about violence in games," AMOA's Craig Johnson said. "BACTA and Euromat were present and they echoed that concern. JAMMA's response was that they were aware of it, understood it was a problem, and were attempting to deal

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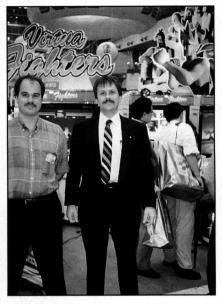




Koenigsberg and Fay informed global tradesters about AAMA's new address, staff, and chatted up issues like product safety/UL certification; game violence; the dollar coin; and copyright enforcement. AAMA's leaders also described their what they viewed as their association's current opportunities and long-range plans, including marketing programs to stimulate more player demand, increased members services including

foreign for business development, etc; improved internal and external communications; better responsiveness; more member participation; a serious educational role; more charity activity; and other goals as appropriate for the AAMA mission.

Craig Johnson attended various coin-op summits held in the U.S. and Europe, prior to JAMMA '93, so he was able to jump right into the swing of things at JAMMA '93. For the future, however, he said AMOA was



Above: The two men from California Games. Inc .. - Richard Atchely (left) & Pat Schroeder. Top left: At the JAMMA cocktail party are, from left: Doyle Int'l. prexy Skip Doyle; Skee Ball's Mark Kane: Bob's Space Racers' Jack Mendes; and Skee Ball's Tom Kane. Bottom left: General Amusement Corp.'s prexy Lois Glezerman & VP Gail Sherman; Lazer-Tron's sales veep Ron Carrara; Red Baron Amusements' Bill Beckham & Don Russell.

considering ways to help increase the continuity in these meetings as its leaders change each year. AMOA First VP (and 1993-4 president) R.A. Green was not in Japan for this particular summit meeting.

On the AAMA side, JAMMA '93 was Steve Koenigsberg's first international coin-op summit, but he wasn't shy about speaking up and speaking out. Furthermore, he said AAMA's strong staff provides plenty of continuity for the association, and he gave a special salute to Bob Fay.

"I'm delighted with Bob and his role in AAMA," Steve said. "I'm confident in his strength and direction, which will provide all the continuity we need in the international arena, as our elected leadership changes every other year."

In all, the JAMMA '93 summit went very far toward defining the critical issue of worldwide play pricing. The summit, along with numerous private conversations between individuals, also hinted at possible cooperative solutions. Tackling problems like this one is exactly why these global coin-op summits were started in the first place. If some of the solutions discussed at JAMMA are put into effect, the 1993 Tokyo summit could be rated as a useful and significant success.

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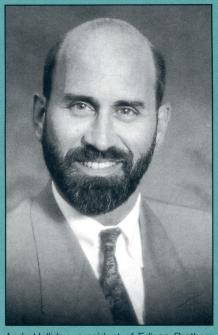


Gathered before the soaring St. Louis arch, here's the home office staff of Edison Bros. mall entertainment division.

INTERVIEW

ANDY HALLIDAY

Edison Bros. Mall Entertainment Division prexy sees positive future for large family amusement sites, virtual reality centers and more

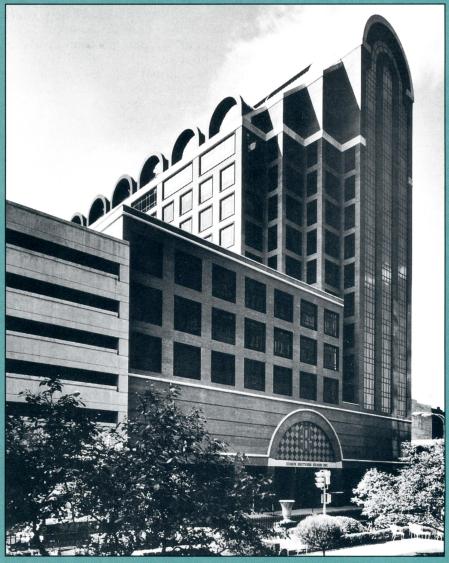


Andy Halliday, president of Edison Brothers Mall Entertainment Division.

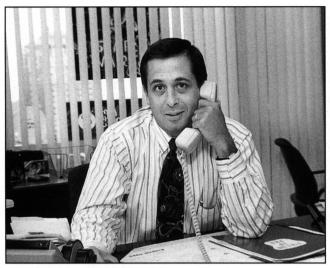
Based in St. Louis, Mo., Edison Bros. Stores, Inc. has been a major mall-based specialty retailer for decades. They sell shoes and clothing in some 2,400 outlets across the country. Edison Bros. entered the arcade business in 1989 with the purchase of Dave & Busters (upscale restaurant and entertainment complexes based in Texas). In the spring of 1990, Edison bought Adventure Properties Ltd. (the chain of Spaceport arcades) and also purchased the Time-Out arcade chain from Sega Enterprises USA. Annual arcade receipts for the combined chains topped \$45 million the year before the purchases. This made Edison into a major player in the arcade arena, virtually overnight.

Since then, Edison Bros. has expanded with new arcade sites, a new chain of very large family entertainment centers (called Exhilarama), and some ambitious new ventures. They were the exclusive U.S. importer/distributor of W. Industries' "Virtuality" VR machines for a while. Next year, they plan to open and operate the first unit of a national chain of VR centers themed around "Star Trek," and developed by Paramount Pictures and Spectrum Holobyto

President of Edison's mall entertainment division is Andy Halliday, 39. He spent seven years with Edison as GM of one retail division before taking over the top arcade & game job



The headquarters building of Edison Bros. Stores, Inc. in St. Louis, Mo



Rich Long, VP of purchasing.

three years ago. We interviewed him in early September. Andy is a friendly, knowledgeable man who clearly enjoys the industry. He is also able to use clear, simple language to communicate a complex, sophisticated vision of coin-op's future. We think readers will learn a lot from his interview.

REPLAY: When Edison Bros. entered the arcade market in 1990, some industry skeptics privately derided Edison chairman Andy Newman's claim that arcades were basically "just another mall retail space that reflects changing fashions." Four years later, the industry

is full of admiration for Edison's operations. Has the basic view articulated by Newman been proven right — are arcades largely another retail fashion business?

ANDY: There are probably more differences between our fashion companies and our entertainment division than we first wanted to accept. The major difference is a much

greater volatility of earnings in the fashion business than in amusements. That's a function of the enduring quality of certain games which continue to earn way beyond their initial success. This simply doesn't happen with a piece of apparel, except maybe jeans! On the other hand, there clearly is a "fashion component in the game industry, since hit titles come into style and fade out of popularity. Fashion retailing and amusement operations also share certain similarities in retail management requirements — mostly the similar operational infrastructure needed to support nationwide chains of stores.



Edison Bros. Chairman Andrew E. Newman and President Maring K. Sneider

REPLAY: Can you describe that "operational infrastructure" at Edison Bros. mall entertainment divisions, and tell who are the key personnel and their career backgrounds?

ANDY: Our headquarters is in St. Louis, Missouri and it's organized in different departments according to function: operations, purchasing, construction & design, and anchor entertainment centers. We have regional managers who follow directives from the home office in many areas and use their own judgment in others, such as local play pricing. The next level is individual store management. Including local store employees, we have a total staff of about 1,000.

As for key personnel, our head of operations is George McAuliffe; our head of purchasing is Rich Long. Both of those gentlemen came from the Time Out organization and they have long careers in this business. In addition, we have a head of construction & design, Mike Poole. He recently joined Edison after running his own architecture & design firm, and prior to that he worked for amajor St. Louis specialty retailer as director of construction. Bill Canner is our director of anchor entertainment centers (our large Exhilaramas). He came to Edison from Forrec, the Canadian entertainment site developer.

My own title is president of the mall entertainment division. My background includes being director of a ski school after college; then I was recruited by Edison while in business school. I've been with them for 10 years — the first seven in various positions in the apparel and footwear group, and the last three heading up their entertainment division.

REPLAY: How many arcades does Edison Bros. Mall Entertainment now operate? (Not including Exhilaramas.)

ANDY: The number is 139 stores in 38 states plus Puerto Rico and Mexico. It's remained fairly steady over the last several years. In 1992 we opened 18 new locations and closed 16, a function of lease terminations. We're at the 10 year anniversary of a major opening thrust for Time Out.

REPLAY: How large is the typical Edison Bros. arcade?

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From left, secretary Kim Eubanks, Laura Fullman & operations chief George McAuliffe.

ANDY: I don't know the actual mathematical average, but typically we take a 2,000 to 2,500 sq. ft. space.

REPLAY: How are your arcades themed? Do you have a standard name, decor, layouts, mascots, logos, etc?

ANDY: We operate under three different names: Time Out, Spaceport, and Station Break. Each has a different look and feeling. Time Out was a division of Sega before we purchased it. Their tagline "For The Family" was reflected by a brighter, family-oriented appearance including a good proportion of redemption equipment. The Spaceports were acquired from Robert Nahodil of Adventure Properties, who had in turn acquired them from Time Warner. Spaceports were classic video arcades with no redemption. Although we've added some redemption units

to stronger Spaceport locations, they still retain much of the original look and feel. Station Break is just a name that Time Out operated under in certain locations, most notably in Penn Station in Manhattan. By the way, the only other arcade in all of Manhattan is the Broadway Arcade.

REPLAY: Of course you also have a new line of very large, indoor family entertainment centers called "Exhilarama" which expands considerably beyond the typical arcade concept...but we'll get to that later. For now, how many new arcades does Edison plan to open?

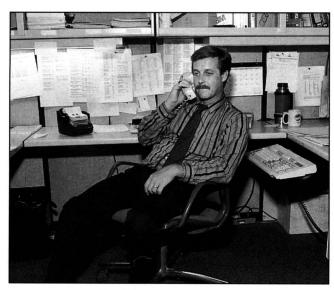
ANDY: We're opening where opportunities are made available to us. We like the arcade business and we continue to lease new locations when we can find them. But the only new sites we open now are Time Outs, not new Spaceports.

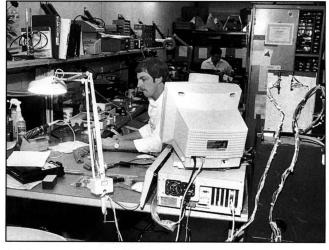
REPLAY: How do you qualify sites?

ANDY: To qualify possible new sites, Edison has a central real estate department that serves all of the divisions. Having 2,800-plus retail fashion stores, we know almost every regional shopping center in U.S. their strengths, and the relative strength of locations within the shopping center. We call on that expertise to determine whether the economics of an offered location is in balance with its potential revenue. We also have a relatively sophisticated investment model, a standard corporate ROI analysis formula. That's the hurdle a location must jump before we sign it up.

REPLAY: Do you track customer demographics in arcades?

ANDY: When it comes to our smaller family amusement centers -Time Outs and Spaceports — no, we don't track demographics in terms of "who is inside our arcades, who is playing our games." We understand the demographics for an entire shopping center and we have lots of information about that for specific centers. Again, these demographics are tracked at the level of Edison's real estate department, not at the arcade operational level. In the process of qualifying a potential new arcade site, we do pay attention to demographics in regards to our target market: we're able to correlate demographics of new locations and make assumptions about whether an arcade in that shopping center will work well.



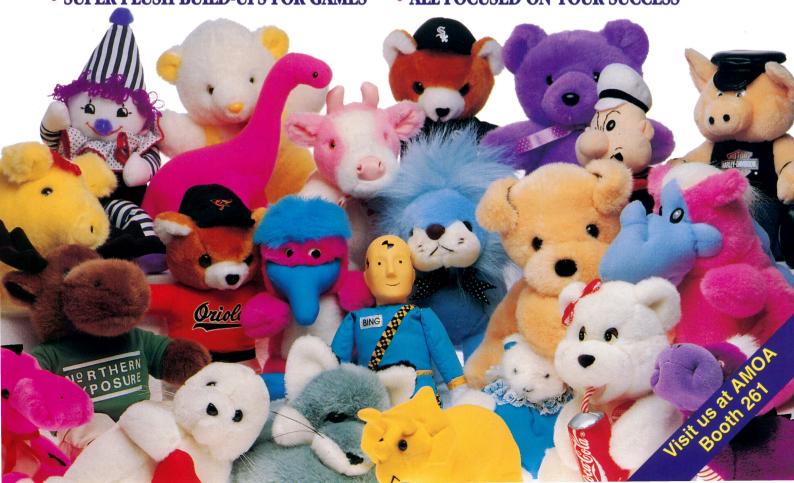


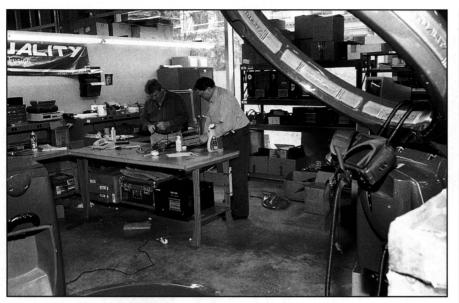
At left, parts & service manager Tom Tiernan. Above, from left, Jim Hedrick & Steve Beuchler (parts & service dept.).



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From left, John Schnieder & Todd Fischer (parts & service dept.).

That said, we do track customer demographics for our Exhilaramas: we study who is coming into the store, who is playing the games. That's because an Exhilarama is not just pulling from existing traffic in a shopping center; we are interested in

creating a destination attraction, in driving the market, and in using Exhilarama to motivate a certain target audience to visit that shopping center. Demographic surveys help us see if our marketing and product is successful in attracting that customer.

REPLAY: What is the "typical" equipment mix, if any, in an Edison arcade?

ANDY: Yes, there is a typical equipment mix. It's a balance of equipment by age, which I think is true of most everybody's arcades. We have a certain percentage of equipment which was purchased in the last six months, a percentage purchased in the last six to 12 months, and so on back through history until we have some pieces with endurance that are four or five years old...and some real classics are even older than that.

REPLAY: What's your assessment of the equipment on today's market? Are you fairly happy about overall quality, variety, etc., or do you feel (as some leadingedge coin-op manufacturers do) that games have stagnated for too long?

ANDY: I think the genre of interactive fighting video games is worthy of investment and I compliment the manufacturers for establishing a very vital segment of the video game

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HENRY GRANT

industry. This segment has supported many of us in a time that'd otherwise be weak on variety and exciting new product. So the landscape is not desolate and we must give credit where it's due.

But generally I'd say there is a problem. Major game developers and manufacturers seem to be migrating toward concentration of their efforts on the more-lucrative home market. That's understandable, due to the scale of that market. But it doesn't bode well for our part of the video game industry if the developers focus on home sales, to the exclusion of developing product for sale and use in public spaces. We need to see a renewed commitment by manufacturers to invest and develop games for public space applications, such that our segment stays unique...and stays way ahead of the home market. All of us operators share a big fear that the pending delivery of interactive games to the home, along with improved home game graphics, will make it toss-up whether you play games in arcades or at home.

REPLAY: What's your equipment buying philosophy? Do you buy one of everything, then reorder as the cashbox dictates...order heavily on promising pieces right away...strive to keep "all the latest games" or just a sprinkling of new titles with older equipment, etc?

ANDY: It really depends on the game category. We employ a number of different strategies and may not even be consistent about employing those strategies within each category. Many times, a buying decision depends on financial factors. Say, for example, we're in a period of time with no great titles, and we're interested in adding variety. We may buy a certain new title more heavily than would be dictated by a simple measurement of its performance. So, many circumstances affect our buying decisions.

REPLAY: We take it that you still insist on buying a few test pieces first, then taking more deliveries if the cashbox warrants it?

ANDY: Yes, we're only comfortable committing to chain-wide purchases if they are based on our personal experience with a piece. The biggest factor in our calculations of a

possible equipment buy, are earnings. It's a pretty simple business in that respect.

REPLAY: Do you purchase much equipment through distribution, or are you a "national account" with direct relationships to all manufacturers?

ANDY: We enjoy national account status with most factories, but it's only on the largest buys, doing chainwide coverage, that we purchase directly from manufacturing. Otherwise, we still buy substantially through distribution. We especially do that where it makes sense geographically. For example, suppose we've made a chain-wide investment in a certain important game title, and then decide to follow up by purchasing 10 additional units which will go into Southern California locations. We would probably purchase those 10 units through a major area distributor to effect ease of delivery.

REPLAY: We've heard many street operators complain that equipment prices are too high. Some arcade operators say street operators have only themselves to blame for poor profitability because they give away too much in location commissions. What's your feeling about equipment prices these days?

ANDY: The economics of this business are complex and don't lend themselves to the simple answer that "all we need are cheaper machines." Of course, I'm always delighted when a \$2,500 machine earns \$1,000 its first week — that's my favorite scenario! But we view equipment costs with respect to how quickly the piece pays for itself. Some pieces, although they're more expensive than others 10 years ago, achieve similar payback times to the industry's 1983 norms. New technology, or other factors like the addition of multiple play stations to a single piece, have allowed certain games to earn more than a generation ago and this justifies a price increase. At the end of day, it's a machine's revenue potential that justifies its cost to the operator.

I do believe that the overall cost of game operation is such that the industry standard 50 percent commission to the location is too high. In view of the constant inflation in our costs — while the quarter is worth

less on the sales line than it once was— all operators should be driving harder bargains with locations.

REPLAY: Are you aggressive about play pricing?

ANDY: We actually have passed responsibility for setting play prices down to the regional management level, so they can respond to location competition very quickly...in fact, immediately. But we do set aside certain pieces, where the price per play is outside of regional management's discretion. The home office reminds our regional managers of those specific exceptions, from time to time.

REPLAY: Does the "violence in video games" issue bother you? Does Edison have a policy on this?

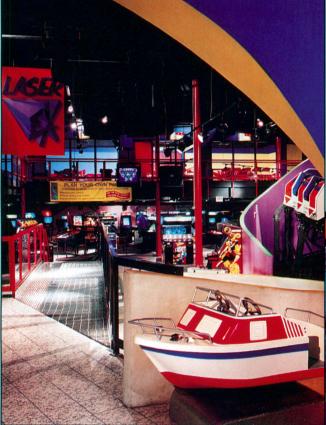
ANDY: It does concern us that there is some customer anxiety about violence, especially among parents of kids who are exposed to our equipment. We're very concerned about meeting our customers' desires and adhering to community standards. But I must add that our primary customers aren't offended by violence in games. They clearly understand it as fantasy entertainment which does not translate, except in the feeblest of minds, into a trivialization of violence in the real world. Do video games need policing? Yes, they do. There are some limits and standards we must adhere to. I don't think people should have to make a personal judgment about every game that is put in front of them, as to whether it goes too far. I think there should be standards and I endorse any efforts to communicate those standards to the public.

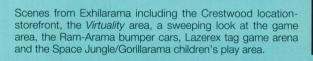
REPLAY: What prompted the development of the Exhilarama chain idea?

ANDY: When we purchased the Time Out division from Sega, we had two examples of their concept of a large "destination FEC" (family amusement center). The most notable was "Time Out on the Court," located in the Fair Forest Mall in Cincinnatti. It opened in 1988, and — despite the general failure of that shopping center — Time Out on the Court was a steady economic success which served that center well as an anchor.

We also had an interest in reinforcing the role of the regional shopping center as a community destina-





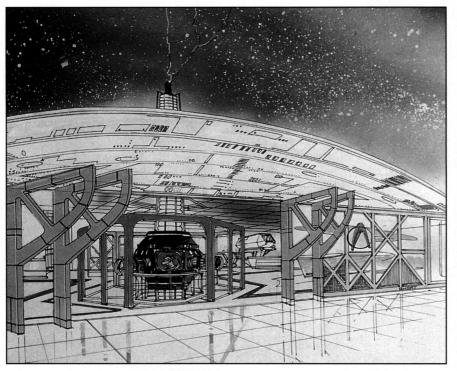












Artist's sketch of Star Trek "Starbase" virtual reality centers which will be built by Edison Bros. around the U.S. starting in 1994, in cooperation with Paramount Pictures & Spectrum Holobyte.

tion. That's because our other retail divisions (clothing, footwear) have

such an investment in these centers. We translated all this into our

"anchor entertainment center division," by which we mean a large, destination-oriented amusement center which plays the role of a mall anchor. In retail parlance, an "anchor" generally means a store that draws traffic to that shopping center...customers who might not otherwise have chosen to go to that specific center, when they have alternatives in fashion shopping elsewhere. Generally an anchor is a department store, but with Exhilarama our idea was to create an entertainment site that would do the same job of pulling traffic to the whole shopping center.

REPLAY: Okay, that's the functional definition. Now explain the concept of what the inside of an Exhilarama should contain.

ANDY: We'd like to think it's fairly flexible — each one might look different, depending on theming and surface treatment. But in reality, when you build out and equip a 50,000 sq. ft. space, certain parts will literally be set in concrete...such as structural supports for indoor roller



INTERVIEW

coasters or other large rides. We don't anticipate moving those often! Also, the list of attractions and machines which can fill all that space, will have much in common from site to site. But aside from the large, fixed rides, we'd like to think that over the course of the Exhilaramas' 10 to 20 year leases, we will be able to refresh the appeal significantly by renewing it with additions and rotation of key attractions.

REPLAY: Where are the current Exhilaramas located?

ANDY: We have four in operation so far — in Missouri, New Jersey, Ohio, and North Carolina. We'll open a fifth Exhilarama soon, in Texas.

REPLAY: How's it going so far?

ANDY: We're very happy with the result. Edison's recent earnings announcements for the first half of 1993, in a climate that's generally depressed for the retail industry, indicate that our entertainment division did reasonably well. I'm afraid I can't be more specific than that!

REPLÂY: Do you judge success by headcount or other factors, as well as dollar volume?

ANDY: Success is counted first in dollar volume generated by each location. Overall attendance mix is good as we track demographics, but we are fine-tuning some attractions and our marketing approach to appeal to certain segments that are under represented, as measured against our ideal target market. The demographics of each local population base differs from site to site, so each facility must be geared to its specific region.

REPLAY: What are future plans for Exhilaramas?

ANDY: We do have two openings planned for 1994. Beyond that, a number of locations are under negotiation. We're optimistic about the improvements we've made with each subsequent Exhilarama and think we're onto something, so we plan to expand it.

REPLAY: Conventional wisdom is that the "family fun center" market has been exploding in recent years. Sega, Namco, Blockbuster, Celebration Station and many others appear to have ambitious schemes to enter or expand this niche. Is there room for all?

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ANDY: Realistically, no, there isn't room for all. There's only room for a certain number of these in any market. So whoever does the right job in the right place, first, will have a decided advantage occupying that location. At this point in time, however, there really aren't too many good examples in the 50 states of what we call anchor entertainment centers. That means there's a wideopen market at the moment, with room for almost anyone to enter right now. But there's not room for everybody who enters to succeed. There is a limit.

REPLAY: Please review your experience with the W. Industries' "Virtuality" piece, which you have imported from England. What got you interested in the first place?

ANDY: That goes back to 1987, when I was working in Los Angeles as head of a shoe division for Edison. I came across an article about flight simulators being used by Air Force

pilots to train. Software was written by a game company, Spectrum Holobyte, rather than by a military defense contractor. Since 1987 we've been working to find the equipment that would allow us to develop an interactive network of playstations around a single graphic environment — a virtual world, in effect.

REPLAY: And how did you get connected to W. Industries?

ANDY: In 1991, when W. Industries launched this entertainment-oriented application with a head-mounted display (HMD), we were surprised to find that type of technology available so quickly. It was three or four years earlier than we had expected. At the time, we thought we'd be working with cockpit simulations and screen displays for many years before getting to HMDs. We went over to England and met with W. Industries, informed them of our plans to do networked entertainment centers on the Star

Trek theme in partnership with Paramount Pictures and Spectrum Holobyte. That was the genesis of our strategic relationship with W. Industries.

REPLAY: Part of that relationship involved Edison doing U.S. distribution of W. Industries' "Virtuality" system.

ANDY: Yes, we accepted a role as distributor of their equipment in the U.S., really as a service to W. Industries. This was done as an adjunct to the facilities we'd have to have anyway, to support and maintain our own VR operations. As it turns out, very few entities other than Edison Bros. stores purchased the systems.

REPLAY: Why?

ANDY: It always seemed odd to me, but many in our industry were reluctant to buy from us on competitive grounds.

REPLAY: Their "Virtuality" system was also very expensive, initial-

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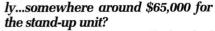
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INTERVIEW

At left, Edison's Andrew Newman coaches a novice player at the Virtuality center while below Andy Halliday shows off the system.



ANDY: Yes, it was well ahead of the correct price point for penetration of family entertainment center market.

REPLAY: On location, did Virtuality live up to your expectations?

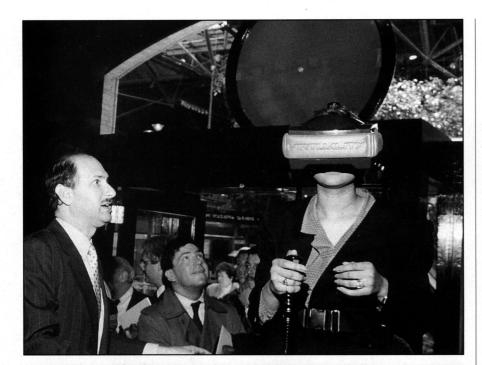
ANDY: Yes, in all but one respect. On the plus side, it's arguably the best commercially engineered VR system available. It's surprising that it's now two years since its introduction and it retains that status. I'll be surprised if, even within the next six months, something with the full range of capabilities of the Virtuality system comes to market. Let me assure you, I'm eager to see it because this emerging market needs competitive product development. I believe history will show the W. Industries VR system was well ahead of its time.

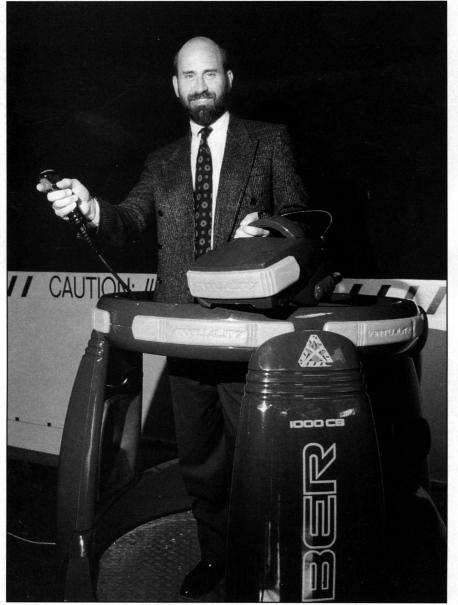
Also, as a hi-tech attraction that thrilled thousands and thousands of our customers, it succeeded beyond my expectations. It provided a high profile for my company and for our locations which operated it; you couldn't ask for a better promotion. It afforded me the unusual opportunity of appearances on The Today Show, The Dennis Miller Show, Phil Donahue, a whole segment on Inside Edition...you name it. Media fascination with "Virtuality" has been very powerful. Those operators who missed the opportunity of borrowing from that fascination, really have no more chance when it comes to VR. VR is not "news" any more.

REPLAY: What was the down-side?

ANDY: There was a penalty to pay for being an early VR adopter. That penalty came in the form of reliability problems with the equipment, and a real dearth of new software development...primarily because the installed base is so small. Thankfully, the originally experience — called *Dactyl Nightmare* — continues to be appealing to users who don't have a lot of experience with it. That still includes the vast majority of the American population!

REPLAY: How many Virtuality machines are on location in this









Edison's National Video Game and Coin-Op Museum in St. Louis where you can find such classics as Computer Space and Pong.

country today?

ANDY: In the U.S. there must be about 130 units.

REPLAY: How many of these are owned by Edison?

ANDY: 75 — about half.

REPLAY: Have Virtuality hard-

ware costs come down?

ANDY: Yes, partly because of the improved exchange rate of the dollar versus the British pound. The rate was two pounds to the dollar; now it's at 1.5 pounds to the dollar. Also. with W. Industries selling directly, shrewd operators can negotiate a discount against list prices. So overall price structure is better now.

REPLAY: How many software pieces are now in the Virtuality

ANDY: Four software titles are

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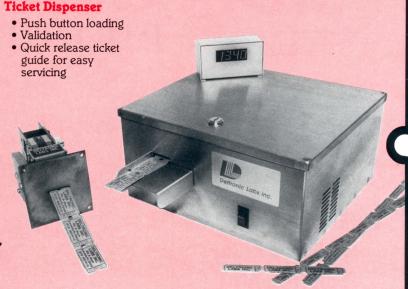
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available for the sitdown cabinet: VTOL (a Harrier flight simulator); Flying Aces (World War I biplane simulation); Exorex (a bipedal robot adventure); and Total Destruction (a demolition derby driving simulation). For the standup unit, there are three game experiences and one promotional experience. The games are Dactyle Nightmare (cyberspace tag); Legend Quest (mythical adventure); and Grid Busters (a combat arena in which players use jetpacks and lasers). The promotional software is called *Hero*. It's a multi-environment, task-oriented adventure

REPLAY: Will there be more?

ANDY: Yes, along with a new generation of hardware. More importantly, existing systems can be converted into the next-generation system. The main components, the basic cabinet unit itself, won't change. What will change will be the HMDs and the internal computers. Current operators will be strongly induced to convert.

REPLAY: What kind of playprice and earnings does Virtuality command in good locations? ANDY: The best locations we have for VR are in nightclub-bar type locations. The best in the world, in my opinion, are at Dave & Busters and America's Original Sports Bar, in Mall of America (Minneapolis). Both are nightclub restaurants. You've got individual machines earning about \$1,700 a week. Play pricing is about \$4 for 3.5 minutes.

By the way, there is still a tremendous market for virtual reality experiences. I must believe fewer than one percent of the American population have experienced it.

As for operating a VR machine, except in best locations you should not expect the Virtuality system to pay for itself as should any piece of coin-op equipment. It must be worth something to you as an attraction piece that will substantially improve the image and position of your facility. For those who might be interested in considering operating VR as we have, do not underestimate the amount of operator-attended support they will require. They are not typical coin-op machines.

REPLAY: Is your exclusive agreement with W. Industries still in place?

ANDY: No, but some components are still in place. The distribution role is now done by W. Industries itself, which has opened offices in our St. Louis facility. This is an important step. Now that other operators can buy directly from W. Industries, we hope that perceived "obstacle" of buying from a competitor — Edison — is out of the way. We encourage people to add to the installed base of Virtuality machines.

REPLAY: How much time have you personally spent in a VR environment?

ANDY: (chuckles) Not that much, though I'm pretty proficient with it. I spend most of my time flying this desk on the tenth floor of the Edison Bros. building!

REPLAY: Sega has recently entered into a joint venture agreement with W. Industries. Is that why Edison was (apparently) the only "national account" at Sega's recent U.S. distributor meeting?



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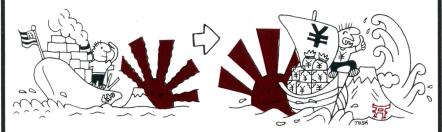
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INTERVIEW

ANDY: There's no connection between Sega's relationship with W. Industries and our relationship with W. Industries. However, we're delighted that Sega will take advantage of the ground-breaking work that W. Industries has done in the world of VR. We enjoy a very positive and cordial relationship with Sega. President Tom Petit and I have a friendship that goes back to my entry into this business, and we consider them important strategic associates. But Sega and Edison are different channels for VR.

REPLAY: Will W. Industries do other virtual reality pieces on its own, apart from its work with Sega...and will Edison be involved there?

ANDY: W. Industries will sell its own systems independently of its venture with Sega, yes. As buyers and operators of VR systems, we will buy whichever one is best.

REPLAY: Please update us on plans for Star Trek VR centers. When and where will the first one open?

ANDY: Information on this project is very tightly controlled, but here's what I can say. Paramount & Spectrum Holobyte are involved in the Star Trek project, as you know. The concept is a large, themed environment called "Starbase" which uses VR as a vehicle to enhance participatory fantasy. There are a number of attractions in each one. Our initial target date of a 1993 opening has been revised, and we have also abandoned last year's notion of starting with small version of the concept, called "Star Post." Instead Paramount prefers to work directly on the fullscale version of the project, so as not to risk an "underwhelming" execution. We've said late 1994 is a new target date.

REPLAY: How are Starbase developments coming along?

ANDY: It's very exciting. In Spectrum Holobyte's offices in Alameda, Calif. we have the first two Onyx units — which is the \$250,000 top-of-the-line supercomputer graphics device, part of the Silicon Graphics line of "Reality Engines." They've been there about three months, and Spectrum has already developed an incredible shuttle sim-

ulation, where you can fly a Shuttlecraft from the Starbase, up through the atmosphere, and rendezvous with the Starship Enter- prise...which is a full-sized VR model!

Shuttles are equipped with shields and phasers, all visually reactive in the simulation. So when you bump into the Enterprise, a transparent shield is formed around your ship. This is all done at the highest level of computer animation you've ever seen. Spectrum has done a remarkable VR simulation of Deck 36 of the Enterprise (not the bridge). One remarkable thing Spectrum Holobyte has done is to commission an extensive photo mapping of the Enterprise sets at Paramount, which are then used for photo textures. That kind of remarkable craftsmanship is quite costly, but the spectacular results will clearly be worth it!

REPLAY: Could the "VR center" become a viable separate market which will attract "incremental income"? Or will VR centers become another drain on a static coin-op entertainment dollar?

ANDY: I believe that companies like Sega and Namco, which are working on VR product, as is Nintendo in their joint venture with SGI, will create a whole new class of equipment that will transform the arcade. In today's video arcade, fighting games have taken precedent over other forms...and in the future, I expect more immersive combat games and interactive adventures will be the choice of arcade customers.

REPLAY: Yes, our industry may already have seen the first such games at the JAMMA Show: Sega's Virtua Fighters and Konami's **Polynet Warriors.**

ANDY: In expanding that technology, I believe we'll accomplish a broader appeal, offering games and experiences that will include 39 year old guys like me in the customer definition!

REPLAY: How would a separate VR center market differ from traditional arcade or fam/fun center operations? What would be the target market, and what would be the rules for success?

ANDY: I think there will always be a place for impulse video gaming, the kind of experience that doesn't require a whole lot of investment. teamwork, commitment or a long

learning curve which complex, networked interactive environments do.

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So a distinction will probably arise between the types of experiences you enjoy in electronic interactive entertainment. While the typical arcade may continue, the VR center will be a more social, engrossing environment requiring more commitment of time.

REPLAY: And money, we assume. A growing number of possible competitors (Namco, Sega, Battle Tech Center, Visions of Reality, Bullet Proof Software, etc.) seem ready to try opening VR centers. How do you assess the field at this point?

ANDY: Virtual Worlds' new location in Walnut Creek, Calif. is an excellent example of a VR center. It provides a very comfortable environment that appeals to a wide range of customers. It follows on with great introductory instructions, via a Hollywood-quality film. That leads into an interactive participation in one of two games — Battle Tech or Red Planet. So there are choices. Human participants guide course of

play, so each experience will be different. The possibilities for repeat play translates into an economically viable project, in my mind.

Another good example, at a slightly different end of the price spectrum, is Fighter Town, located near the El Toro Marine Air Station in California. It's a fairly complete simulation of jet fight simulators for squadron training and tactics. They succeed by taking good quality simulation, then adding much of the ambiance of a real squadron's briefing rooms...including the jargon of actors who play instructors and give pilots a preflight briefing; the wearing of flight suits by players; speaking to the tower and getting clearance to taxi; and constant radio control conversations with the tower during your "flight"; and so on.

Those extra trappings and theatrical quality create an effective simulation that goes way beyond a good simulator like Namco's *Air Combat* or MicroProse's *F15 Strike Eagle*. Of course, both of these examples are a

different economic model from video games. They require a much higher labor component, much more management requirement for training, scripting, interior sets, plus investment in interactive, networked computers.

REPLAY: Do you agree with Electronic Arts/3DO president Trip Hawkins that game factories must hire Hollywood writers to create scripts, characters, etc.? It seems you're already doing that with Paramount.

ANDY: Yes, I do agree. When I see a game from an overseas firm with a misspelled word, it rankles me — not only for its poor quality control, but also as example of the cultural gulf between so many of today's game makers and so much of the audience or player base. I firmly believe Hollywood input to interactive game content can, and will, dramatically improve the appeal of our equipment.

REPLAY: Today's best VR locations, you said earlier, are upscale





nightclub restaurant-bar places like Dave & Busters...which Edison Bros. just happens to own! How many do you operate now?

ANDY: Dave & Busters is a 55,000-sq.-ft. facility with multiple restaurants, multiple bars, and multiple entertainment attractions. We have four now, with one under construction in Philadelphia.

REPLAY: What kind of customers do those locations attract, and how do you cater to them?

ANDY: Dave & Busters draws a young professional crowd. I'd say the bulk of them are single, or married couples without kids. That changes by time of day (we do have families with kids in the middle of the day) but D&B is also a bar, so it's not a family entertainment destination during peak hours.

REPLAY: How does Dave & Busters fit into your overall operating mix?

ANDY: I wish we had a whole lot more of them! In my opinion, they are the most successful restaurant-entertainment complex concept out there today. I base that on observing the competition, and on intimate knowledge of their financial performance. I'd like to see them expand as rapidly as is practical.

REPLAY: How rapidly is that?

ANDY: Sadly, quality standards for such a large, complex facility, make it difficult to open more than two a year, without degradation of quality at this point. But as we grow, we're building up our corporate experience and our reservoir of trained management staff, allowing us to offer this incredible venue to more

and more cities out there...cities which will be delighted when we arrive! The persons responsible for Dave & Busters' success are Dave Corriveau and Buster Corley, the founders. They manage that D&B division out of Texas, independently of my St. Louis operation.

REPLAY: Earlier, you said Edison Bros. is concerned about prospects for hi-tech developments such as information superhighways, remote linkage of coin-op games over phone lines, downloading of games and data, and so on. Do you see any hopeful side to these developments?

ANDY: We've fantasized about linking public locations, city to city, in event-related competition. If we had a VR center or even an arcade with the latest video game, you could have a regional competition that would bring best player of that game to the top of the skill charts...then have him play in real time against the best player from a remote city. You could actually promote and conduct competitions that ultimately reached an international scale. This is all possible, thanks to broad-band digital network development.

REPLAY: Possible, yes. But is it likely? Is it a good idea?

ANDY: I believe most investment in digital connections will be made to the home, rather than to public spaces. So I don't see that as a probable development for our business. It will be much easier for us to provide interaction between units in the same facility, rather than mimicking longline, home-to-home connections.

REPLAY: Judging by your joint

ventures with Paramount, your agreements with W. Industries, etc., is it fair to say Edison Bros. believes the successful operator of tomorrow must expand beyond its traditional (self-imposed) boundaries of simply buying someone else's equipment and programming?

ANDY: The easy answer is yes, but I'll also say this. We're a retailer whose primary strategy is to maintain flexibility of purchasing power, without investing in manufacturing capacities, and without committing our resources to single source. So in our eyes, freedom of choice between products is very appealing. I'd rather be in a position to simply buy any good product that's available. In a way, we've reluctantly become involved in product development to assure we have access to games or amusement experiences that might not otherwise become available. But I'd rather see our role be that of operator, buyer, and catalyst for development...because I continue to feel that only in close cooperation between the operator (who has the ear of the customer) and the developer/manufacturer, will the best product become available.

REPLAY: In that case, leading manufacturers should continue to operate. You see nothing wrong with vertical integration.

ANDY: Nothing wrong with vertical integration, that's correct. I would get nervous if any major manufacturer decided it would be best served by exclusive distribution to its own operations. But I'm not terribly concerned about that, because the scale required to make such a self-contained business succeed is very large. The reality is that competitors can continue to coexist profitably. I see every reason for manufacturers to maximize their returns by continuing distribution to the broadest possible market.

REPLAY: Overall, Andy, it sounds as if you have a super-optimistic outlook for the future of payfor-play amusements...in no small part because Edison Bros. is doing a great deal to help make a positive future happen. Thanks for your time and this interview.

ANDY: Thank you.



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JURASSIC PARK

coverstory

ONCE MORE, WITH TEAMWORK

Capcom USA debuts the fifth Street Fighter video kit; new sales & marketing team to work closely with ops and dealers

Capcom has done it again with Super Street Fighter II: the New Challengers. The two-player kit features four new characters who join the original 12 World Warriors. Super SF II also features a next-generation hardware system offering faster, sharper graphics and more anti-copy protection. Finally, the game boasts a special "Q Sound" chip for 3D audio.

The Street Fighter series of games have consistently ranked among the U.S. trade's top earners for several years now — and Joe Morici, senior VP of Capcom USA, is confident this latest edition will keep Capcom on top. "Based on the reaction when we showed the game at the JAMMA Show in August," said Joe, "we think Super will have an even greater impact than Champion Edition. Earnings in Japan have been outstanding. We expect the game's U.S. performance to match that. We'll set the world on fire again!"

Product began shipping in late September, marking the fifth generation in the enormously successful "Street Fighter" dynasty. (Earlier generations were *SF*, *SFII*, *SFII* Champ Edition, and Turbo.)

THE CAPCOM TEAM

This time around, Joe Morici said, the trade will see a new emphasis on teamwork from Capcom's sales and marketing staff. As senior VP, Joe himself is in overall charge of coin-op and consumer game activities. He recently hired respected industry vet Steve Blattspieler as general manager of the arcade division. Fresh from a VP stint at Irem America, Steve will be responsible for product acquisition, sales and marketing, and distrib-



utor relations.

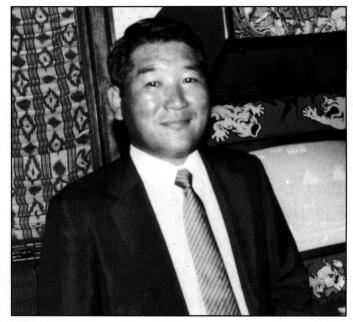
"With his vast experience, Steve Blattspieler will be a great asset to our team," said Joe. "Not only does he have in-depth industry knowledge, but he has a great personal attitude and strong rapport with other Capcom people and with our distributors. Both are vital. I'm confident Steve's contributions will go a long way toward helping Capcom USA achieve its goals."

Rounding out the Capcom team are several wellknown and likeable industry personalities. National sales manager is Brian Duke, who recently returned to the company after a stint at a virtual reality firm. Western regional sales manager is Dennis ("the tie") Sable, who's been with Capcom for several years. Eastern regional sales manager Ron Malinowski has been aboard with Capcom for a couple of years now, following his key management position at Aladdin's

Castle arcades. Experienced tradester (and Chicago transplant) Shelley Sax is aboard as Capcom USA's sales administrator, while the savvy Li Kramer is marketing director. Hardworking Mr. Kazushi Hiaro serves as U.S. chief operating officer.

"We're proud of our new staff for taking a new direction to make Capcom the leader in the coin-op arena, as we should be," said Joe Morici. "The product speaks for itself, and our new team is ready to build stronger relationships with our operators and loyal distributor customers."

The parent company, Capcom Co. Ltd., is a publicly traded firm on the Japanese stock market. The firm's



Capcom Ltd. Chairman Kenzo Tsujimoto.

1992 revenues nearly doubled those of the preceding year, reaching a staggering \$689 million thanks largely to the smash success of *Champion Edition*. This magazine once tagged Capcom founder Mr. Tsujimoto as industry's "quiet giant" because, for quite a few years, many of Capcom's hit games were marketed through other companies. Now, with the runaway sales of the Street Fighter games marketed under Capcom's own label, we'd have to call him "the extremely prominent giant"!

ABOUT SUPER SF II

Super Street Fighter II joins an incredibly profitable line of forebears.

The combined series of *SF* games has grossed billions of dollars in coin-op revenues around the world. (By the way, Capcom has sold over 8 million copies of the home video versions of the series as well.)

Super's new hardware platform is called the BGS System. "It offers much greater computing power for better graphics, memory and object motion," said Joe Morici. "The improved quality of visuals can instantly be seen by just looking at the screen. I can instantly tell the difference and I think everybody else will be able to, as well. Over the next couple of years, Capcom will bring out a

number of games using this system. Future BGS games will involve relatively inexpensive software changes; just plug in a sub-board into the mother board," Joe added.

Another new technological wrinkle: four units of the game may be linked side by side at a single site in a "tournament format," allowing eight players to move through a series of matches to determine their respective rankings.

Players at your locations will find four new characters added to the cast: "Cammy" is a British double agent, armed with an incredible arsenal of moves; "Dee Jay" is a powerful Jamaican prize fighter; "Feilong" is a



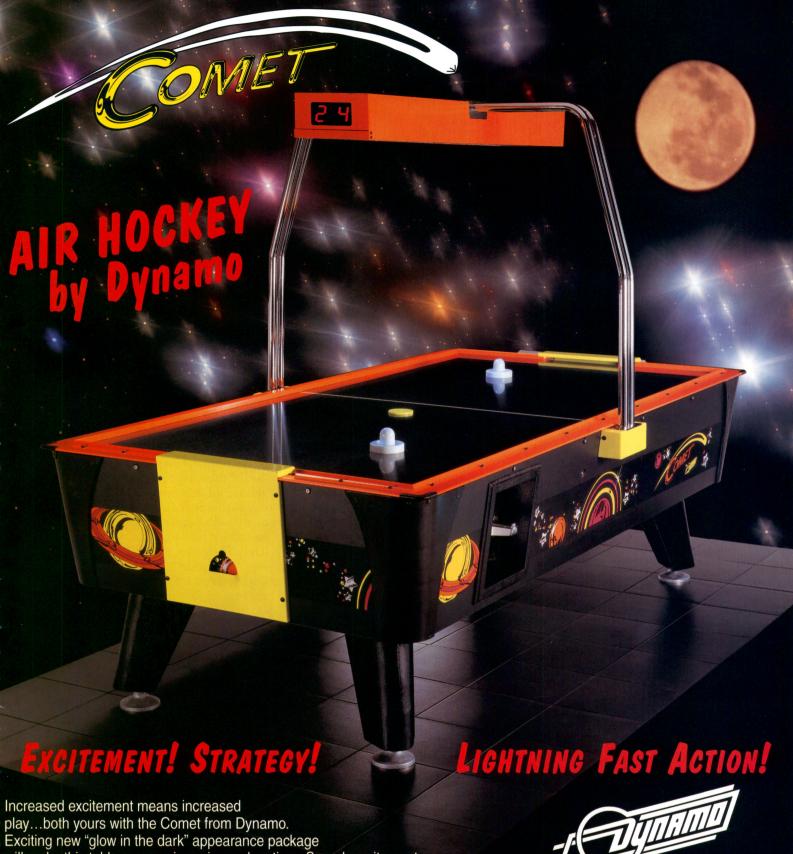
Chief Operating Officer Mr. Kazushi Hiaro



Joe Morici, Sr. Vice President, Capcom USA



Steve Blattspieler, Arcade Division Gen. Mgr.



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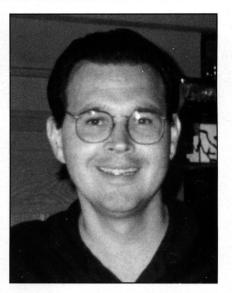
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National Sales Manager Brian Duke



Western Regional Sales Mgr. Dennis Sable



Eastern Regional Mgr. Ron Malinowski

world-renowned Chinese martial artist; and "Thunder Hawk" is a Native American wrestler.

PROMOTIONS IN MOTION

Tournament play and new characters were major highlights of the game's introductory "national tour" which took place in New York, Chicago, San Francisco and L.A. during mid-September. Over 300 eager fans participated in Capcom's New York event, staged Sept. 13 at The Broadway Arcade in Manhattan. "The game was incredibly well received," said a company spokesperson.

At presstime, even larger crowds were expected to surge into the next



Sales Administrator Shelley Sax

stops on the tour. Events took place at Chicago's Fun Land (Brickyard Mall) on Sept. 15; San Francisco's Cybersta tion arcade at Pier 39 on Sept. 21; and L.A.'s Family Arcade on Sept. 23.

And the promotions just keep going! A ton of licensed "Street Fighter" merchandise will hit stores this year, everything from Hasbro action figures to (believe it or not) Fruit of the Loom undies. On a more glamorous front, July of 1994 is the release date for a full-length feature film based on the game's characters.

FOR 1994: DUNGEONS & DRAGONS

Street Fighter isn't the only game to receive deluxe promotional treatment. Capcom has launched a major new effort to give its great games the after-the-sale market support they deserve. This drive includes a national arcade competition for their Slam Masters wrestling game and the debut of their forthcoming Dungeons & Dragons: Tower of Doom video game at a major fantasy role-playing convention.

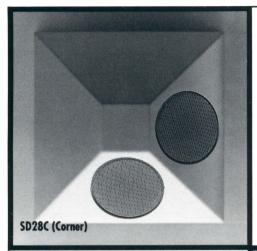
Dungeons, which officially hits the market in February of 1994, is produced in cooperation with TSR, Inc., the country's leading fantasy role-playing board game maker. At 134 megabytes of computer memory, it weighs in as "the largest coin-op title to hit the market," said Capcom. Some 12 million fans of the original "Dungeons & Dragons" are a readymade audience; the world's video game lovers are sure to share their ap-

preciation. Capcom and TSR gave the game a "sneak preview" on Aug. 19 at the 26th annual "GEN CON Game Fair" in Milwaukee, Wisc., typically attended by around 18,000 people.

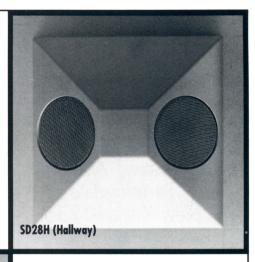
Gameplay follows the classic "D&D" role-playing format which has already influenced nearly a decade of coin-op videos (starting most obviously with Atari's Gauntlet and followed by half the hits since then). The difference here is that players can "customize" their character, giving the character its name after choosing one of four different basic types (1. fighter; 2.warrior-priest; 3. dwarf with a cause; 4. spell-casting elf). Each character gets over 24 different attack maneuvers and can load up on supplies and helpful into by visiting different shops, etc.



Marketing Director Li Kramer



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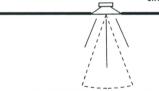
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SLAM MASTERS NATIONAL TOURNAMENT

This year, Capcom's biggest promo event to date has been the "Saturday Night Slam Masters team battle royale tournament." Co-sponsored by a vidgame fanzine called Die Hard, the nationwide tourney put a bright spotlight on this four-player Q-Sound game.





"With over 20,000 players participating at over 60 arcade locations nationwide," said Joe Morici, "this event marks the largest and most publicly acknowledged marketing campaign ever designed to support a coin-op video game."

The tournament began in late August with local competitions at "grass roots" levels — namely, premier arcades in 26 states from New



A look at the new Super Street Fighter II at the JAMMA show (photo by John Ryan).

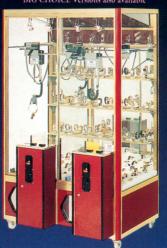
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York to Hawaii. Participants includes such prestigious operations as Aladdin's Castle, Family Arcade (L.A.), Jolly Time, Dream Machine, Fun Factory, Red Baron Family Arcade, Broadway Arcade and many more.

Regionals took place Sept. 26 at several locations. A number of qualified teams automatically skip to the finals, and will compete against regional champs at the Grand Finals. That event is slated for Oct. 9-10 in San Diego, Calif. Top prizes include a couple of *Street Fighter II* arcade games, plus home vidgame systems and software, and various themed merchandise. All proceeds from the event will be donated to one of several charities.

ARCADE & STREET OPERATIONS

With all the profits from last year, Capcom is looking for ways to invest, expand and upgrade its coin-op business. The company has already launched itself into the "mini theme park" arena in Japan; it may follow

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Capcom's Dungeons & Dragons: Tower of Doom video on display "sneak preview-style" at the GEN CON Game Fair in Milwaukee August 19.

Namco and Sega into more extensive operations in the USA as well.

"Capcom is looking at many different sites for operating high-end family entertainment centers or minitheme parks in the U.S.," acknowledged Joe Morici. "That type of business looks pretty viable. As technology gets better and cheaper, people will want to see more than the traditional arcade — be it virtual reality centers or other highly-involved simulation experiences. By the turn of the century, I think you'll see a great, exciting leap in the quality of the payfor-play experience. Right now we're just at the beginning of the transformation, and nobody knows where it's all going. We do know the industry will become much more sophisticated, interactive and realistic. And once the public realizes we're capable of providing that type of entertainment, they will demand it from us."

Beyond possible arcade operations, Capcom has experimented with a new type of relationship with certain street operators. Last year and this, Capcom has been more frank than many of its competitors about its ventures into "revenue sharing" and transnational operating. Meantime, Capcom is pleased to see more and more elements of the industry — including leading operators — acknowledge that maybe some sort of joint sharing of the financial burden is needed.

As industry guru Nolan Bushnell

has said for years, as sales of "typical" vidgames decrease, manufacturers will have to offer more and more hiend, expensive product to compete with the home market...and this will require new financial arrangements with retailers, somewhat like the movie business.

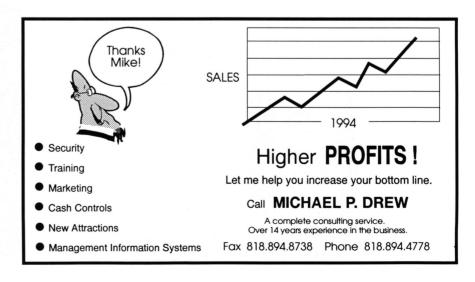
At the same time, Capcom doesn't have any solid plans to expand this type of activity. "Revenue sharing hasn't quite proved itself yet," mused Joe Morici. "We've had limited success, but not outstanding. We do operate games with certain parties on a revenue sharing basis, and we entertain doing that type of arrangement with anybody if it makes sense. If it means we can get more exposure for our product, that's worth a lot to us on its own merit. We can see that

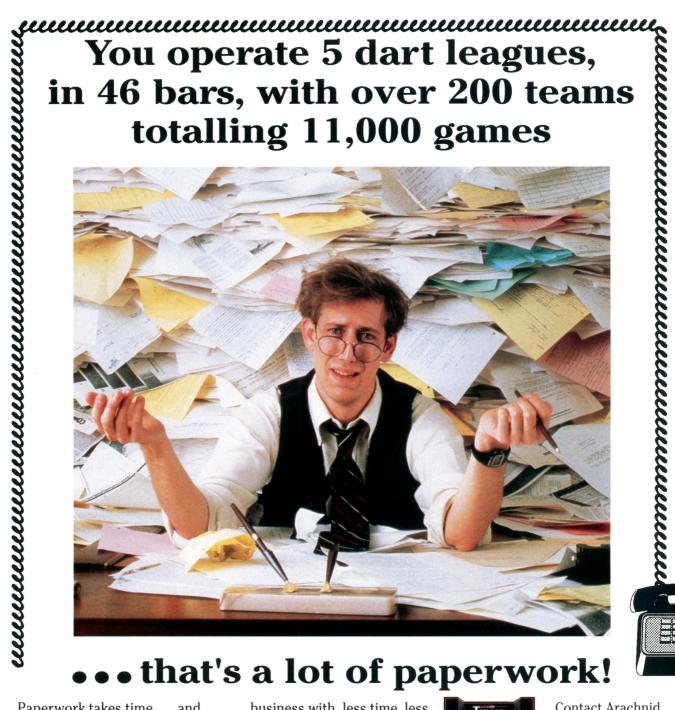
revenue sharing could become viable several years down the line as equipment becomes very, very sophisticated and its costs reflect that sophistication."

In all, Capcom USA has solidly established itself as one of the leading forces in the amusement game industry. The former "quiet giant" is now a very loud giant indeed...one that makes the ground tremble around the world, every time it takes a step.

"Like I said, we're ready to set the world on fire," smiled Joe Morici. "We invite our operator and distributor customers to come and get it while it's hot!"

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7-ELEVEN: NO COIN-OP, PLEASE

Southland Corporation's long love affair with videos & pins seems to be over

The thrill is gone. As reported in the September issue of *RePlay* (Hot Off the Press), America's most famous convenience store chain is still making considerable money from video and pinball games in good locations, and individual franchise store owners can keep games if they insist. But make no mistake: at corporate headquarters, the enchantment with coin-op is over.

Southland Corp., the Dallas-based owners of 7-Eleven, denies that it has adopted a blanket anti-game policy. "I think there's a misunderstanding or misinterpretation here," said Margaret Chabris, Southland's VP of Corporate Communications. "We do not have a policy that forbids amusement games. We simply ask franchisees to rethink their policy on games."

Ms. Chabris contacted *RePlay* on Sept. 20, three months after this magazine first contacted Southland to ask about its new coin-op policy. Ms. Chabris said various Southland personnel were out of the office, while others "passed the buck" until our request for information landed on her desk.

At issue was an Aug. 6 policy memo from a Southland regional manager, addressed to "all Greater Midwest Division franchisees." *RePlay* obtained a copy of the memo from a major distributor. The memo stated that Southland had decided to "eliminate amusement games from our business concept." Technically, franchisees still have an option to



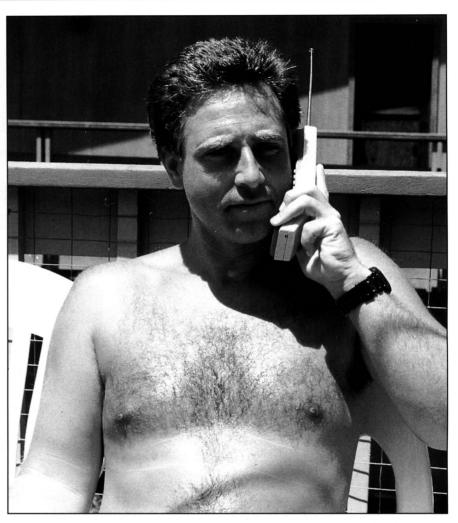
keep the games. However, the Aug. 6 memo strongly urged holdouts to "rethink their decision." In fact, the memo stated that Southland management might be reluctant to refurbish individual franchise stores, until owners have made the "best long-term decision" on the game issue — i.e., until they yank out the games, it seemed.

Asked about these matters, Ms. Chabris said: "I'm not sure why it [the Aug. 6 memo] was worded that way. We have not ruled out games, nor do we make it a firm criteria for store restoration. Some Midwestern stores which decided to keep games, have been refurbished."

Still, there's little doubt which way Southland leans when it comes to the question of games, yes or no. In the past, Southland was strongly progame. Now Southland is not. Why the change? Judging from the Aug. 6 memo, it seems Southland is more concerned about image questions and customer demographics, than about its long-standing business relationship with the coin machine industry. To be sure, game income in many Cstores has been steadily declining for many, many years. And yet, a bank of reasonably new, popular titles can still earn over \$1,000 a week in quite a few strong 7-Eleven locations.

Regardless, according to the Aug. 6 memo and other sources, Southland seems to believe games attract the wrong element (i.e., teenage hangout types). Apparently, Southland further believes game players scare away desirable customers. Southland also seems to think upgrades like public restrooms and deli counters will attract those more-desirable customers...and earn more money for the corporation.

Operators and distributors across the U.S. are unhappy about the move, but there's not much they can do about it. "It seems by eliminating games, Southland is giving up hundreds of thousands of dollars per week," noted AMOA President Craig Johnson. "Their decision must be based on numerous factors other than just game violence." (Ms. Chabris said she was "not aware" of any 7-Eleven policy banning fighting games



AN OPERATOR'S VIEW

Yogi Taylor (Ultimate Amusements, Aptos, Calif.) got the news the hard way. Here's his story, and his thoughts on Southland's new game policy. The opinions expressed in the following essay are solely his own. As you'll see, Yogi has a way with words...and an offbeat sense of humor, even under trying circumstances.

The call came in at 3:30 in the afternoon. "Mr. Yogi — please pick up your game machines tomorrow," quipped one of my 7-Eleven franchisees.

Sensing that I was being "bumped" by an unsavory competitor, I stood my ground and defended myself. "Mr. Ali, you've got Samurai Shodown and World Heroes 2, the best games on the market. What the heck do you want?" I fumed.

"You misunderstand me, my friend," he replied calmly. "Southland is about to remodel my store

Yogi Taylor (author of our guest essay on the 7-Eleven video wars) shows how a good California operator works on his route and his tan at the same time.

and there will be no space for games provided. I am sorry for you, Mr. Yogi."

I hung up the phone, murmured some obscenities, and regrouped. My worst nightmare had become a reality. Southland Corp. was about to bite the hand that had fed them so dearly over the last two decades.

It seemed like just yesterday when I, as a pimply-faced adolescent, had placed my first two pinball machines in our neighborhood 7-Eleven. The year was 1975, and I installed King Pin and Aquarius, two of my favorite Gottliebs from that era. I worked on the elderly couple that ran the store for a good six months, finally exhausting them with my persistence. These were the days before graffiti, vandalism and break-ins. Eighty bucks a week was great income and it

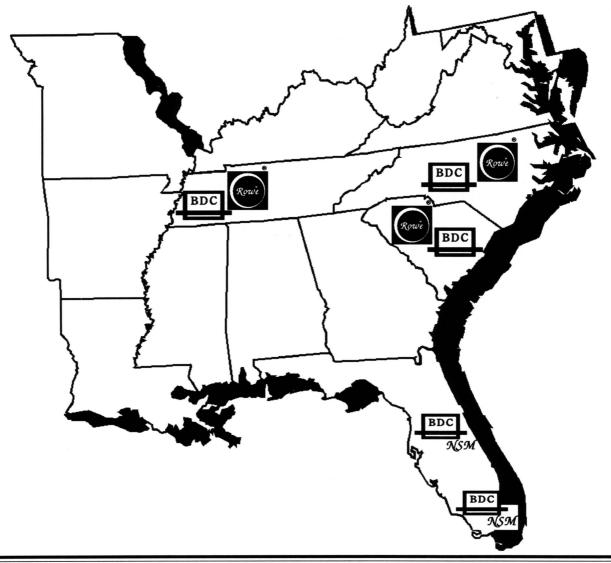
or violent games.)

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sure beat slinging burgers after

Space Invaders and Asteroids came and Southland openly boasted about the 100% pure profit generated by amusement games, requesting that every store install these cash cows. Demands to operators were frequent. and we did our best to meet them. This was truly an exciting time.

Sadly enough, Southland is singing a different tune these days. They "strongly disapprove" of video games

in their newly remodeled stores. It seems that they want to attract a more vibrant, upscale crowd, and that video games attract the vermin of the world. I think it will be impossible to replace the lost revenue with deli sandwiches, fresh cut flowers, or the sort. "Why mess with success?" my daddy always said. "If it ain't broke, don't fix it!"

A convenience store is supposed to be just that. You're in, you're out. You expect to pay a little more money. No one's asking for any forced elegance. How anyone can justify throwing away the easy money generated from amusement games, is beyond

My biggest grievance is that no one in Southland seems to know "nuttin'" about the whole thing. Some folks say it's up to the store owner; other say the remodel will be denied if the franchisee refuses to remove the games. Still other people change their stories daily. We as operators would just like to know where we stand, so we can adjust our routes (and lives) accordingly. Above all, we deserve some respect.

Quite possibly another plan is in effect. "Operation Restore" (as it is called) gives Southland a great rationale for getting the games out. "We just don't have the space," is their usual comment. When I visited the store where my games had been ousted, I saw plenty of space. I also saw something that dropped my jaw to the floor: public restrooms!

This is absolutely the stupidest of all plays. "Uh, some dude's passed out in the john; he don't smell too good, either." "Yo, meet me in the men's room for the goods." I laughed hardest when I thought of the recording they might hook up to the bathroom door. "Thank you for (deleted)ing at 7-Eleven!"

My thoughts ran to this question: could Operation Restore be a master plan to get the "Yogis" and other small operators out of the picture, so that six months later Southland can recommend reinstalling games...maybe with a major factory as the exclusive nationwide operator? We'll never know if Southland won't talk to us. But it seems to me almost every item in the store is controlled by big business. Six months down the line, when store income is in the gutter (not hard to imagine, given the results of other 7-Eleven remakes over the years), could Southland approach store owners with a proposition something like the following?

"Have we got an operator for you," the pitch might run. "These guys are one of the biggest manufacturers of amusement games in the world. They'll give us a 65% split and will handle all of the bookkeeping in their master computer. If you go with anyone, it had better be these guys!"

Could this be a paranoid delusion by a weary operator? Wagers, anyone?

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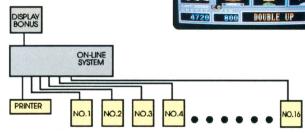
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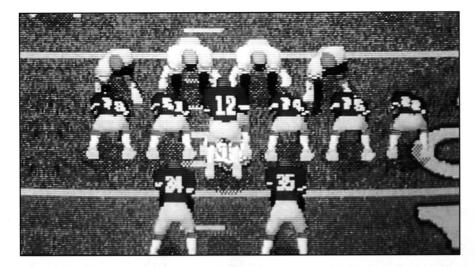






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INTO THE ZILL DIMENSION

Strata Group charges ahead with NFL Hard Yardage & Driver's Edge

The sweetest words a vidgame manufacturer can hear are "number one hit"...and The Strata Group (Chicago, Ill.) is gearing up to hear those words again. Last year's *Time Killers* proved Strata could make a fighting game up there with the best of them. At this month's AMOA Expo, the scrappy U.S. firm will show video titles proving it can make a sports game and a driving game as good or better than any on the market.

NFL HARD YARDAGE

Strata's dedicated four-player sports title is called *NFL Hard Yardage*. Created under a license agreement with NFL Films Inc. and NFL Properties Inc., the game uses digitized, authentic NFL film footage and official NFL rules and regulations for enhanced, super-realistic game-play.

Strata prexy Richard Ditton, who

Model HSV Gold Series with stacker

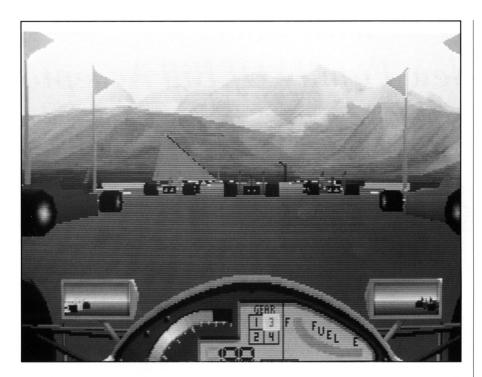
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was part of the game's design team, said the game's real-life appeal goes very deep. "Strata has previous experience in designing sports games," he pointed out. "So we know what's needed to create exciting head-to-head player competition. NFL Hard Yardage features the interactive, realistic gameplay integrity and combination player moves which are essential."

Arcade customers can choose among many possible formations,

within which 50 offensive plays and 50 defensive plays are available. The view and size of the image varies according to the type of play. Close-ups of the football players give impressively large, lifelike and realistic views, said the firm. Players can choose from all 28 real NFL team names, player numbers and jersey colors.

Digitized graphics add tremendous realism. Customers will see digitized images of real football plays,



where even the body movements by professional players have been run through Strata's computer for the ultimate in realistic animation. Also digitized: cheerleaders and crowd scenes. In fact, the game's digitized graphics look very much like what you see on TV each week, thanks to a new technique developed by Strata VP Scott Morrison.

The game sounds ultra-realistic, too. The voice of famous Chicago Bears announcer Wayne Arrivee has been audio-digitized for play by play commentary! Bone-crunching sound effects and original music round out the soundtrack.

NFL Hard Yardage ships in dedicated form starting mid-October. Kit versions will follow later.

DRIVER'S EDGE

Strata leaps into the simulator arena with their first-ever deluxe, linkable sitdown game — at a more affordable price than some comparable units. *Driver's Edge* ships in mid-November. It's a realistic "Indy" type driving game, featuring 3D polygon graphics and Strata's new "Pentaphonic" five-way sound system.

Strata heightens the realism of the driving experience in several ways. A fan blows a good breeze into players' faces — faster during acceleration, slower during deceleration. When you see a car coming up from behind in the rearview mirror, then passing you, the 3D sound duplicates that sensation. Texture-mapping graphics, three types of transmission (including automatic "speed shift"), and sturdy shifter, steering wheel and pedals add to the lifelike sensation. Operators can link up to eight units for interactive play, and Strata says the cabinet is strong, sturdy and features detailed construction.

The game can easily be broken down into a couple of small units for passage through a standard door. Once on site, it can be assembled quickly and simply. Optical sensors in key mechanical elements allow for easy operator installation and maintenance.

For more information, contact your authorized dealer. See Strata at the AMOA Expo or call them at 800/262-0323.

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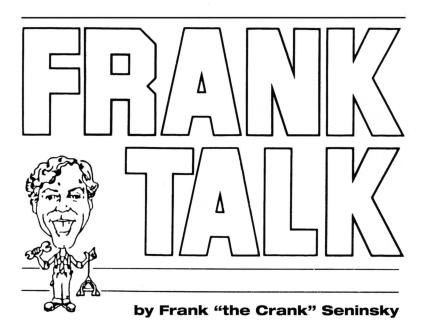
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How to Get the Most Out of the AMOA Show

A visitor to an AMOA Expo is confronted with a living definition of "information overload." Step onto the show floor, and you're instantly overwhelmed by the sights and sounds of a major world trade show. Over 1,000 booths... filled with many thousands of products (all blaring at top volume, it seems)...bright lights...thousands and thousands of people...seminars, association meetings, business sessions...banquets, cocktail parties, chance encounters... reliable reports, questionable rumors, official announcements...hurried schedules, overlapping events, an occasional missed appointment...it's positively staggering!

HOW CAN AN OPERATOR MAKE SENSE OF IT ALL?

The answer is, go to the show with a plan in mind. You should begin by defining your objectives. What are you looking for? At an AMOA Expo, you should be looking for two key things: new games to buy, and new ideas to make your business and marketing more efficient. Getting the most out of an AMOA show — and accomplishing those key objectives — takes a lot of work.

But with a good "action plan" in mind, it can be done

and the benefits for your business are considerable.

First, here's what "not" to do. Too many operators make the mistake of treating a major trade show like a tax-deductible vacation. They enjoy the attractions of the host city and just drop by the show floor for a short time. Others spend too many hours in seminars, and not enough time investigating equipment first-hand by themselves. Both groups justify their approach by saying, "I can learn everything I need to know about new products from my distributor, once I get home. That's who these shows are really geared for, anyway."

I disagree. Distributors can be very valuable resources for guidance and information, and I certainly confer closely with my distributors. However, relying solely on your distributor for product buying advice can run counter to the true interests of your operating business. Buying strictly on dealer advice works okay for hit videos, but not necessarily for redemption, novelties, smaller manufacturers' products, etc. There is no substitute for the active, personal involvement of the operator himself...and that means spending plenty of time doing your homework on the exhibit floor.

THE "EXPO TIME CRUNCH"

No doubt about it, efficiently gathering product information at Expo is a challenge. This year, nearly 200 companies will display their wares in nearly 1,000 booths. With an average of 24 hours of showtime spread over three days, that works out to about 7 minutes per company. It's enough time...but just barely! The trick is to make every minute count.

Some operators are jealous of "distributor hours" when dealers are permitted to have the floor to themselves. Actually, this time period is so crowded with non-distributors that it's not such a great advantage to walk the floor then. My favorite time to tour the exhibit floor is during the booth setup phase! It's not easy to get in, but if you can manage it, that's when the floor is mostly empty of other operators, yet full of engineers and production experts who can answer the important questions (see list of questions below).

One task I perform, not only for myself but also for the trade magazines, is to evaluate products and "pick the hits." Of course, in a show this size it's impossible for one person to see and judge everything. What if you miss something? No single person can possibly take it all in, and I need (and get) help. I'm fortunate to have Joe Camarota as my partner; he puts in the time to talk to distributors and cover the floor thoroughly, while I talk to manufacturers, players and other operators.



To make the most of your time on the exhibit floor, find out at least some of what you're looking for in advance. If possible, it helps to read "preview" stories in the trade magazines, giving a sneak peak at what will be on the exhibit floor from major companies. It's also useful to look at Japanese game charts and any news reports on the JAMMA Show, which (in recent years) has preceded the AMOA by about a month. Studying all this will give you a good idea of what new pieces may fit your current business needs. Also, focus on new companies and first-time exhibitors.

Once you visit a particular booth, learn all you can about their major products. Find a knowledgeable sales person or the company president (if he's not tied up in endless distributor meetings). Besides listening to their sales spiel and hearing all those great test-earnings figures, ask the follow-

ing questions:

Who are the OEM suppliers for different components (monitor, power supply, buttons, coin door, ticket dispenser)? What is the cabinet made of? How many units does the company intend to make? (If they have overestimated the size of the market, you can expect close-out sales. If they're conservative, that may actually be a good sign, especially in a quality redemption unit.) What is the release date? (Often you can add a couple of months to the promised



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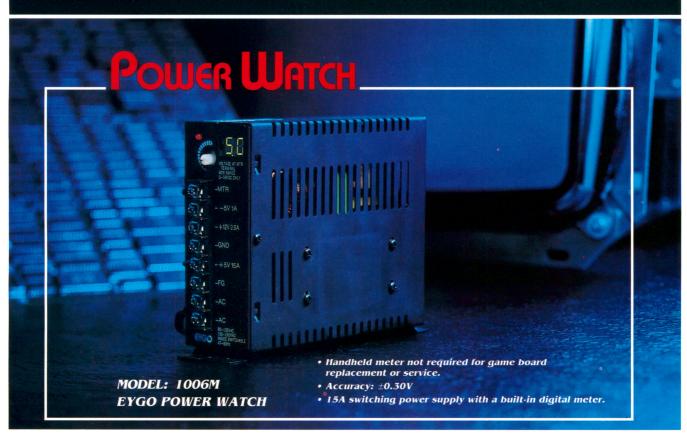


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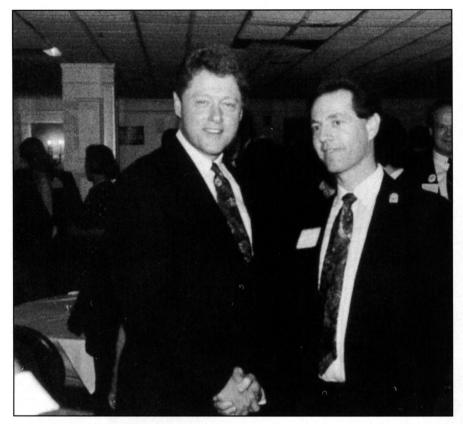
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CRANKING WITH CLINTON — Prior to his election, then-candidate Bill Clinton met Alpha-Omega Amusements president Frank Seninksy during a campaign swing through N.J. "The fact that he spent time with me was quite an experience," said Frank. "We chatted about several issues including the dollar coin, investment tax credits, and small business's need for fewer government restrictions so we can create more jobs. At that time, Candidate Clinton didn't make any promises on these issues," Frank smiled, "but he did listen and I'll never forget our encounter." By the way, the future President did promise that the Clinton Administration would help more kids attend college. That, at least, would be nice for Frank's college-based game rooms!

date.) If it's a video game, when will it be released in kit form? Is it available for the home market now? If not, when will it become available for the home? For redemption, which factory will be first to build a "very similar" product...and will the imitation be better?

You have to make buying decisions at the show or very soon thereafter, but keep in mind that expos are all hype and glitz. Don't be fooled; try to sit back and see the big picture. Every operator goes to a show with a new equipment budget. It's important not to blow your whole budget on the "hit of the show." Too often, the game that our industry loves at a show, is not the one that players love on location. The "show hit" often turns into a "30-day wonder." Never forget, you're looking for a good long-term investment!

ASK YOURSELF SOME QUESTIONS

Besides questions directed to factory personnel, ask yourself some

questions, too. Who is playing the games at the show? American coinop expos are mostly closed to the public. Aside from a few family members of operators, distributors and manufacturers, it's an industry crowd. Remember that the operators' kids have played many, many games before. Remember that the spouses may be playing only because there is nothing else to do. Most important, remember that all the games are set on free play! All these factors mean you cannot judge a game as "good," just because it attracts a crowd. (Watch the eyes of the people playing are they watching the machine, or the pretty girl who is standing by the machine? Maybe they are watching their husbands watching the pretty girl who is standing by the machine!)

Be sure to observe the quality of interaction between players and games.

Don't just look at how many people play a game; watch **how** they play.

I like to ask foreigners (especially Japanese visitors) to evaluate games

because they seem to be good players. I also like to ask women because I'm always looking for a game they'll play.

In some ways, the most important opinions are those of children and teens, since they make up such a large part of our market. If you see a kid playing a game, ask him who his mother or father is! He could be playing a game as a favor for his dad, who is the manufacturer or distributor.

Remember, children on the show floor didn't wander in off the street. If it's an operator's child, you can count his opinion. As far as redemption goes, the only way to evaluate a "kiddie" piece is to play it like a kid.

You have to see the game from a child's perspective, even if that means getting down on your knees to play it.

A personal reaction to booth displays: when I see many, many units of a single title displayed in a company's booth, I view it as hype...a tipoff that maybe the game isn't as great as the factory wants to make it seem.

Pinball manufacturers are particularly fond of this technique, in my opinion. Williams started it and the others have followed suit. You can argue that the manufacturers need lots of flipper machines on hand, since everybody wants to play them and the games are always crowded. But did the eager crowd demand the bank of machines? Or, did an inviting bank of machines draw a crowd that had nothing better to do?

TALK TO YOUR "ALLIES"

In addition to chatting with factory personnel and making your own game evaluations, don't forget to talk to your "allies." Other operators are super-valuable sources of information at an Expo. It's good to make friends with operators in other parts of the country, folks who are not your competitors. I love to run into Bill and Sharon Johnston (Johnston's General Store, Buffalo, N.Y.) who always have a great list of good games and opinions on each. Bill Beckham (Red Baron Amusements, Toledo, Ohio) is usually an excellent source of information on video games.

Finally, your distributor can make

an excellent information resource. At my company, we always share information with our distributors. They want to know our opinions of what's good; we want to make sure they buy what's good. Also, keep in mind that your distributor must make commitments to factories to buy their product at the show. We like to know how many units of each title our distributor bought, so we can anticipate how much sales pressure will be applied! It's a win-win situation when a factory brings out a new game and the operator and distributor both like it.

One rule of thumb: don't buy from the first production run by a brandnew company. In fact, don't even buy the first run of a brand-new type of product from an established firm. I say this because I operate according to the same principle that teaches you to avoid buying the first-year model of a brand new car: you just know there will be problems and modifications! If you do buy first-run equipment from a new company, make sure they promise to buy it back, give you a trade or credit, etc. if there are problems. If they're serious about a long-term commitment to the market, this should be no problem.

One final thought on visiting different booths: I always check how many manufacturers are complying with the 38 approved Industry Standards. I see how many of the OEM parts are interchangeable. I look for improved coin mechs that eliminate "coin on a string" cheaters (still a problem in some areas). These facts may not make or break your buying decision, but they can help you gauge the overall state of the industry. This information also helps you compare one factory's progress in "user friend-liness" against its competitors.

SEMINARS & INFORMAL MEETINGS

Beyond new products to buy, a good operator goes to an AMOA Expo looking for solid ideas to help his or her business. That's why educational seminars are an important feature for most trade shows. This year, however, AMOA will only have a few seminars, while Fun Expo and certain others have put more stress on educational sessions. This leaves more time to spend visiting exhibit

booths, but I'm hoping AMOA's Expo seminar program will remain competitive with those of other shows. By the way, if you really want to spend every possible minute looking at exhibits, audio tapes of seminars are usually very helpful, especially if the moderator repeats the questions into the microphone.

Some of the most important information you can learn at an Expo, comes from informal meetings with other members of the trade. This year, I want to learn more about hand-held route computers that will allow operators to perform data entry on location. The data includes cash box earnings, meter readings, comments, etc. A collection ticket print-out may also be part of the package. By sending this data to the main office via modem, or even by personally transferring it to the main office computer at the end of the day, operators can perform data collection and data entry far more efficiently. Letting a machine do the job eliminates overhead and saves time.

THE PARTY SCENE

What's left after you investigate the product, attend the seminars, and chat with your fellow operators and local distributors? After hours, you can check out the inevitable parties. I usually go to the AMOA Awards Banquet, for example. In recent years, with big-name entertainers, this affair has become more and more enjoyable. (Now if we can just convince the entertainers to turn the volume down a notch or two!)

The party scene can have some useful business benefits. For example, several manufacturers at each show usually display certain games in their suites, but not in their booths. Also, many factories and/or distributors have parties in their suites, simply to keep in touch and thank their customers. If you have the stamina, you can usually find out the locations of parties from "in the know" operators and visit a couple of the more important ones. But keep this part of the show in proper perspective.

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BE A SPONGE, **NOT A SPLURGE**

Anyone who follows the basic plan of attack described in this column should get a ton of valuable information out of AMOA Expo. I can't agree with operators who leave a show saying, "It wasn't worth the trip, because I didn't like any of the new games." You should go to a show looking for information, as much or more than to see the "hits of the show." After all, you're going to be in business for the next six months, regardless of whether there

are any super-hot games at the show or not. By approaching Expo as a

learning opportunity, you can figure out where the market is going for the

next several months and plan your

business strategy accordingly. At an

AMOA show, try to be a sponge for information...not just a prospective buyer with a checkbook, ready to splurge money on anything that's

On the second day of the show, it's usually pretty clear what the hits are. After the third day, you should have a very clear idea of what prod-

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ucts are right for your particular business. On the way home, you can think about how many units of each piece to buy, and when. Remember, some good titles will be shown at Expo, but not released for another four to six months, so hold back part of your spending budget for them. Also during that plane ride home, you should begin to mentally prepare for your locations to demand certain titles, based on what they read in the

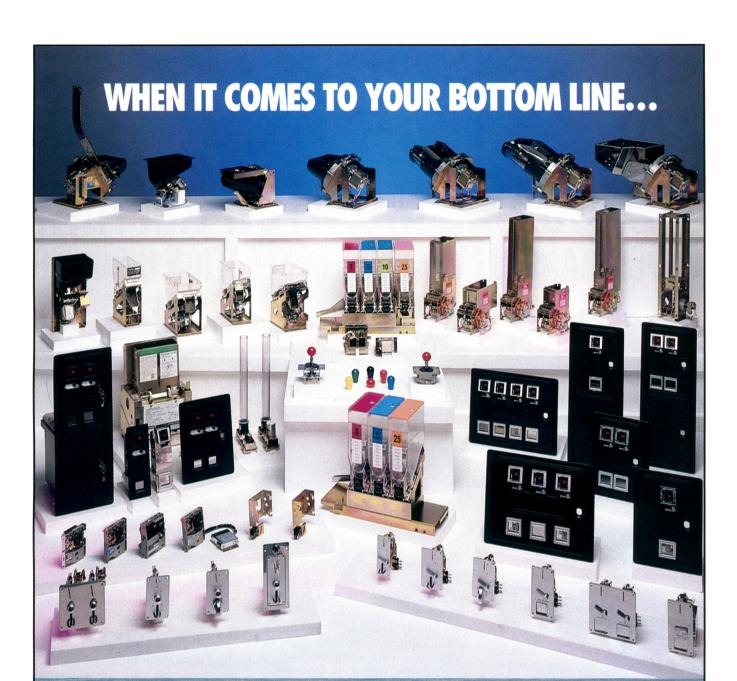
media or what they see happening in the home market. It never fails! By the time you reach home, you will have a wealth of new products ready to buy, and new ideas ready to try. Now the real work begins. After you have made all your purchases, put all your new information into practice, and integrated all of it onto your route, it will be time for the next trade show...and the process starts all over again!

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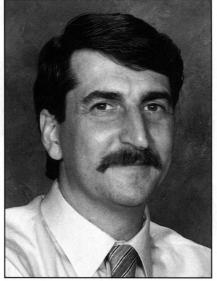
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by RANDY FROMM

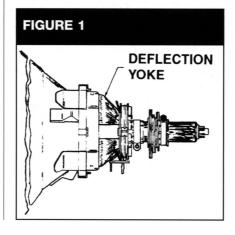
The image on the screen of your videogame monitor is made of hundreds of individual lines. Each of these lines is called a "raster line" or a "video line." The number of lines will vary between games. The average videogame picture is made of approximately 250 lines. Some games use a "medium resolution" system, with a special monitor that may display as many as 400 lines. Atari's Paperboy, Championship Sprint, APB and Hard Drivin' all fall into this category. More lines will give you a better picture, but regardless of how many there are, the lines are stacked so close together that when viewed from any distance at all they seem to blend together into one seamless picture.

The part of the monitor that's in charge of stacking the lines is called the "vertical deflection circuit." It's also called the "vertical sweep." When the vertical deflection circuit is doing its job properly, it will place each consecutive line of the picture one beneath the other and space them evenly across the screen from top to bottom. The spacing between the lines is important. It's called "vertical linearity." If the vertical linearity is not correct (due to a component failure or poor adjustment) the picture will appear distorted. Round objects, for example, may appear pear-shaped if the lines at the top of the picture are spaced further apart than those at the bottom.

It's not at all unusual to encounter problems in the vertical deflection circuit of a monitor. In fact, in older monitors this is one of the most common failures you'll see. There are a



few different symptoms depending the nature of the failure. You might see a picture that doesn't quite fill the screen from the top to the bottom, no matter how you adjust the vertical size or height control. Another symptom is a picture that's squashed at the top of the screen, cutting off the picture and making the scores unreadable. The top of the picture may be so stretched out that it actually appears to fold over onto itself and display a



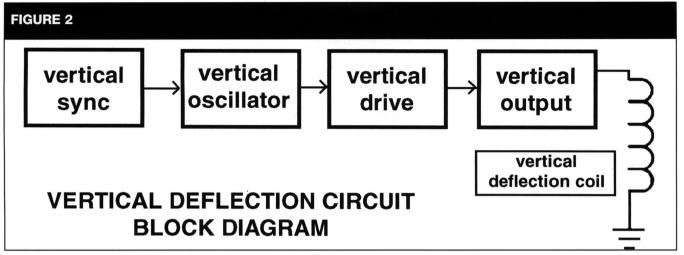
bit of the image upside down and backwards in a symptom known as "vertical foldover." In many cases, the vertical deflection circuit fails completely, leaving just a single horizontal line running down the center of the monitor.

THEORY OF OPERATION

Inside the slender neck of a color monitor's picture tube an "electron gun assembly" creates three beams of high energy electrons. These electron beams are shot toward the screen, which is coated on the inside with red, green and blue "phosphor." Each gun is precisely aligned so that it strikes just one color phosphor. When the high energy electrons strike the phosphor coating, they cause the phosphor coating to glow.

But the electron gun assembly simply points at the exact center of the picture tube and cannot move. It's stuck in the neck of the picture tube. By itself, it can only produce a dot at the center of the screen (not too entertaining.) In order to move the electron beams around the screen, the beams are "deflected"; they are pushed around with magnetism.

Mounted on the neck of the picture tube are two pairs of coils that make up an electromagnet assembly called the "yoke" (fig. 1.) The yoke is powered by two different circuits on the monitor chassis and generates two separate and very powerful magnetic fields. One of the magnetic fields is generated by the "horizontal deflection coils" in the yoke and is used to scan the electron beam in the picture tube from left to right. This brightens the phosphor coating, drawing a single raster line as the



beams move across the screen.

The other magnetic field is created by the "vertical deflection coils". The magnetic field from the vertical deflection coils in the yoke starts the scanning beam at the top of the screen so it can draw the first line of the picture where it belongs. For the second line, the magnetic field from the vertical deflection coils pushes the beam down a tiny bit. When the next horizontal scan occurs, the second raster line is placed right underneath the first one! Again, the beam is pushed down a little so the third line can be drawn underneath the second one. The process is repeated for each line, with the vertical sweep pushing the beam down as each line is drawn.

Eventually, the entire screen is filled with raster lines. It takes approximately 1/60 of a second from the time the first line is drawn at the top of the screen until the last line is drawn at the bottom. One complete screen full of lines is called a "field" and the vertical deflection circuit in the monitor generates approximately 60 fields per second.

The frequency of the vertical sweep is approximately 60 cycles per second or 60 Hertz (60 Hz.) You may notice that this is the same frequency as our household 120 volt AC power. However, the monitor does not depend on the 60 Hz AC power for its vertical sweep. It just happens to be the same frequency. The 60 Hz vertical sweep is generated internally by the vertical deflection circuit of the monitor itself. After all, if a monitor depended on the 120 volt AC power for its 60 Hz vertical sweep, you couldn't have battery operated

televisions, could you?

After completing one field, the beams are now positioned at the bottom of the screen. The vertical sweep now reverses direction and quickly (in about 1 millisecond or 1/1000 of a second) brings the beams back to the top of the screen where the scanning beams start all over again drawing lines 1,2,3 . . . etc. This is called the "vertical retrace." To prevent any lines from being drawn across the screen as the beam races from the bottom to the top during the vertical retrace, another monitor circuit known as the "blanking" circuit, turns off all three guns.

VERTICAL DEFLECTION CIRCUITS

There are a few different types of vertical deflection circuits in videogame monitors. Some monitors use all discreet components (individual parts like transistors, diodes and resistors.) Some monitors combine an integrated circuit with a pair of transistors while others use two integrated circuits. There are even monitors that use just a single integrated circuit and a small handful of other components for the vertical deflection circuit.

Naturally, troubleshooting each of these circuits will be a little different. Fortunately, there are some common troubleshooting techniques that apply to all vertical deflection circuits. Just as fortunately, there are some common failures as well. Once you know what to look for, troubleshooting most vertical deflection failures is really pretty easy.

Regardless of the specific hardware, all monitors use the same basic concept for vertical deflection (see fig. 2.) The logic board in the game generates a signal known as "vertical synchronization" or "vertical sync." This is simply a momentary pulse that the computer sends out at the end of every field. Naturally, there is a wire that carries this pulse from the edge connector of the logic board (pin P on the JAMMA harness) to the sync input connector of the monitor. The monitor starts drawing the first line of each field (the top line of the picture) after the sync pulse ends. The vertical sync pulse keeps the picture from rolling. Without it, the first line of the picture might appear at the middle or bottom of the screen; wherever the beam happened to be at the time.

The sync pulse is passed to a circuit called the "vertical oscillator." The vertical oscillator generates the 60 Hz signal that will eventually drive the vertical deflection coils in the yoke. By triggering on the vertical sync pulse, the vertical oscillator stays exactly in step with the logic board. Without the vertical sync signal, the vertical oscillator will still operate. It will simply operate at its own internal frequency; the frequency set by the position of the vertical hold control.

The output of the vertical oscillator is nowhere near powerful enough to drive the vertical deflection coils in the yoke. It has to be amplified first. There is a stage or two of amplification that takes the weak signal from the vertical oscillator and boosts it in voltage and current. This vertical amplifier circuit is often called the

"vertical drive."

But we're not through yet! There's still one more stage of amplification needed. Following the vertical drive, a higher powered "vertical output" circuit is then used to drive the vertical deflection coils in the yoke. It is in this vertical output circuit that we find a lot of our component failures.

THE VERTICAL DEFLECTION HARDWARE

Let's take a detailed look at the vertical deflection hardware. We'll start at the output of the vertical deflection circuit and work our way back to the vertical oscillator at the very beginning of the circuit.

This is also how we'll troubleshoot most vertical deflection failures. Since the bulk of vertical deflection failures are in the output circuit, we usually start looking there. If we can't find a problem in the vertical

output stage of the monitor, we move backward through each stage in turn until we encounter the defective component. It's actually pretty easy once you know what to do and what to look for.

THE VERTICAL OUTPUT CIRCUIT

There is one type of vertical output circuit that is used in many of our videogame monitors. This circuit is more or less the same regardless of model or manufacturer. The component values will vary a bit but the basic design is fairly constant.

This circuit uses a pair of transistors (appropriately called the "vertical output transistors") to drive the vertical deflection coils in the yoke (see figure 3.) In this schematic drawing of a typical vertical output circuit, the two vertical output transistors are Q1 and Q2.

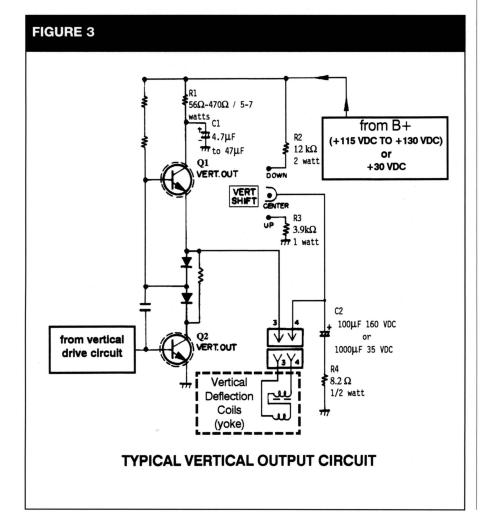
It's usually pretty easy to identify the vertical output transistors in a monitor. They will always come in pairs. They will be in TO-220 packages (see fig.4) and will be mounted on a heatsink. The two, vertical output transistors will often be identical NPN transistors as they are here but vertical output transistor pairs can also be made from two transistors of opposite polarity; using one NPN and one PNP transistor.

The vertical output circuit will get its power in one of two ways. One method uses the main B+ power supply (normally around +115 VDC to +130 VDC depending on the manufacturer and model.) When the B+ is used as a power source, the value of resistor R1 will often be somewhere around 470 ohms, 5 to 7 watts. If this resistor fails, it will open circuit. You will lose the collector voltage at the vertical output transistor Q1. This resistor might also open circuit if one or both of the vertical output transistors fail. Since failure of R1 can be an indicator that there are additional defective components, be sure to test both vertical output transistors when you find R1 to be open.

The obvious visual symptom is loss of vertical deflection; a thin, horizontal line across the middle of the screen. In some cases you may see a very short picture but it won't be more than an inch or two tall. This is a common failure in Wells-Gardner 4900 series monitors.

In other monitors, a separately derived low voltage supply of around +30 VDC is used as a power source for the vertical output circuit (see fig. 5.) This low voltage source is usually derived from a small secondary winding on the flyback transformer. The AC output of the this low voltage secondary winding is then rectified by a single diode (D1) and filtered with an electrolytic capacitor (C3.)

When the vertical deflection circuit is powered by a low voltage supply, the value of R1 will be as low as 22 ohms up to about 68 ohms. If you have a loss of collector voltage at vertical output transistor Q1 and you're missing the voltage at the other end of R1 as well, be sure to trace back to the origin of the low voltage power supply. You will often find a resistor (fig.5 - R5) in series between the low voltage secondary winding on the flyback transformer and the diode. This



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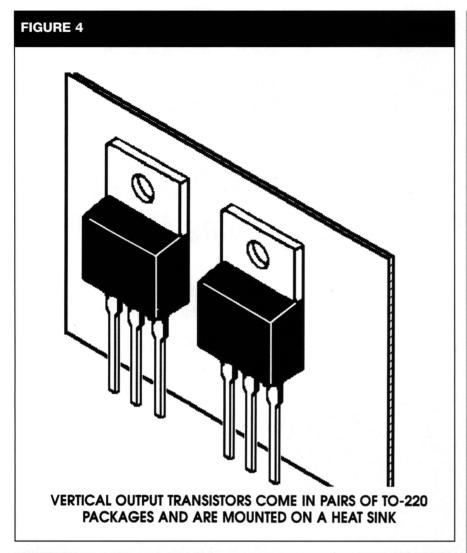
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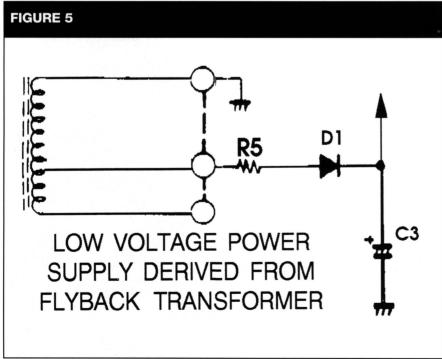
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will usually be a low resistance (anything from a few ohms to a couple of dozen ohms of resistance) and may have open circuited, causing the loss of voltage. As we discussed earlier, an open resistor here might indicate additional problems. One or both of the vertical output transistors might be bad. Also, check D1, C3 and any other circuits that are connected to the low voltage power supply.

Take another look at the junction of R1 and the collector of Q1. Do you see capacitor C1? When this capacitor fails, it produces a very strange symptom; a black, unstable horizontal bar at the top of the screen. You may have some raster show up above the bar and everything on the screen that you do see appears perfectly normal.

As a test, try reducing the height of the picture using the vertical size adjustment potentiometer. If the black bar shrinks or disappears as you reduce the size of the picture, C1 is bad.

Another quick test is to connect a new capacitor in parallel with the existing one. Just tack it on the bottom of the printed circuit board with your soldering iron and a drop or two of solder (observe polarity!) If the problem goes away, you've found your culprit! Of course, you don't really have to solder the capacitor just to perform this test. If you're careful, you may simply hold the cap in your hand and carefully touch the leads across the existing C1 (observe polarity!) as you observe the screen.

You can replace C1 with a larger capacitor if you need to. The original value is really not too critical. For example, if the original capacitor is 47 microfarads and all you have is a 100 microfarad capacitor, it will work fine. Naturally, you must not use a capacitor with a lower voltage rating than the original capacitor. However, higher voltage ratings are always acceptable in all situations.

s mentioned earlier, the vertical output transistors themselves fail sometimes. In fact, this is not at all an uncommon failure. The best bet here is simply to test them with a digital multimeter (power off!) They often will not check normally in circuit so you really need to pull them out of circuit to test them. As a matter of fact, when I am working on a monitor

with a complete loss of vertical deflection, I generally test these transistors first, before I perform any power-on voltage tests.

The output of the vertical deflection circuit comes from the middle of the circuit where the emitter of vertical output transistor Q1 is connected through two diodes to the collector of Q2. The output is connected to pin 3 of the yoke connector which, in turn, is connected to one end of the vertical deflection coils in the voke. These two coils are connected in series. The combined DC resistance of the vertical deflection coils will vary quite a bit between models and manufacturers, but most seem to fall into the 15 to 40 ohm range. Some, however, have a DC resistance of as little as 8 ohms. It is this difference in resistance (among other things) that often prevents using one monitor chassis to drive a different picture tube and voke assembly.

Take a look at the other side of the yoke coils. Look at pin 4 of the yoke connector and follow this wire to capacitor C2. This is an interesting circuit and a common failure too! C2 is known as the "AC return" capacitor. Its function is to allow the 60 hertz AC signal of the vertical sweep to pass through (to "return" to ground) while blocking any DC (more about the DC later.)

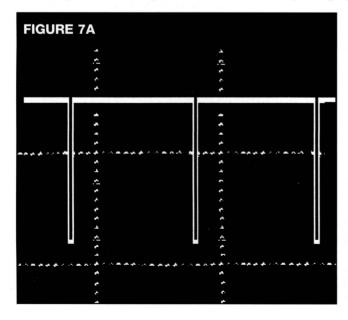
All of the AC current that drives the vertical deflection coils in the yoke has to pass through the AC return capacitor. This capacitor fails a **FIGURE 6** TR 2 TR 3 TR 5 VERTICAL VERTICAL VERTICAL VERTICAL OSCILLATOR OSCILLATOR PRE-DRIVE 15 VDC POWER SUPPLY VERTICAL DRIVE OUTPUT HOLD RETURN FROM YOKE FROM A VERTICAL DRIVE CIRCUIT USING DISCRETE COMPONENTS

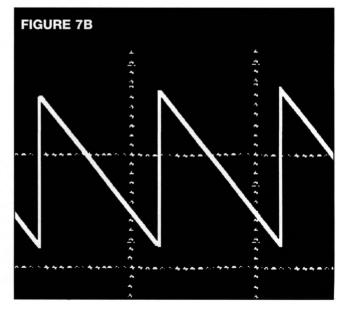
lot! In fact, it's probably the most common failure in the vertical deflection circuit in older monitors. The symptom is a picture that doesn't fill the screen from top to bottom, even with the vertical size potentiometer turned all the way to maximum!

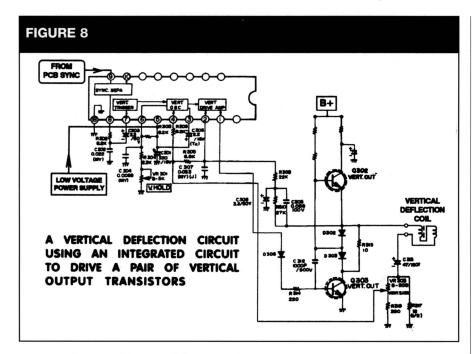
You may also see a picture that's squashed at the top of the screen and stretched out at the bottom, or vice versa. This condition is known as poor "linearity." You may see vertical foldover as well, with the top of the screen bent back over onto itself. As before, a quick test can usually be made by bridging a new cap across

the existing one to see if the problem goes away.

The AC return capacitor is important because of the way the vertical centering adjustment is accomplished. In order to move the entire picture up or down on the front of the picture tube, a "DC bias" is applied to the yoke through resistor R2 or resistor R3. If the vertical shift jumper is connected to R2, some of the B+ is connected to the yoke. This moves the picture down. If R3 is connected, a DC connection is made to ground and the picture moves down. Naturally, the center position isn't







connected to anything at all because no DC bias is required in this situation. The AC return capacitor keeps the AC vertical sweep signal from interfering with the DC bias and viceversa.

While many vertical deflection problems originate in the vertical output circuit, you will find an occasional problem in the vertical drive circuit as well. However, the vertical drive circuit rarely suffers from a catastrophic failure. Most vertical drive problems cause distortion in the picture rather than the straight horizontal line across the screen that is the symptom of total loss of vertical deflection.

VERTICAL DRIVE USING DISCRETE COMPONENTS

The Wells-Gardner model 4600 series was one of the earliest color monitors to be used in videogames. The 4600 is actually a modified consumer television. If you look at the monitor chassis of the 4600 you will see that there are a whole mess of components that are missing from the printed circuit board. These are components that are used in the television version of this chassis but are not required when used as a videogame monitor. This monitor is still in use today and we repair plenty of them during the "hands-on" lab sessions at

the Arcade School.

The Wells-Gardner 4600 series uses all discrete components (individual parts like transistors, resistors and diodes) for the vertical deflection circuitry. The vertical drive circuit is shown in figure 6, although the component designations have been changed from the original schematic for simplification.

The vertical drive circuit gets its power from a low voltage (+15 VDC) power supply. As it is with just about all low voltage power supplies in a monitor, this low voltage power supply is derived from a winding on the flyback transformer. A single diode and a filter capacitor convert the AC output of the flyback into direct current. If you have vertical deflection problems of any type, be sure to measure the voltage of this power supply. Just find a convenient test point (like the top end of any of the resistors that are connected to +15 VDC) and measure the voltage. The power is on, so be careful!

The vertical sync signal that comes from the game's logic board is connected to transistor TR 1, the sync amplifier. If you have a problem with an unstable picture that is rolling (as if you need to adjust the vertical hold control) this transistor might be bad. However, this is a rare failure that you probably will never see.

After amplification by TR 1, the sync signal is passed to the vertical

oscillator. The vertical oscillator is made from two transistors, TR 2 and TR 3. The vertical oscillator generates the 60 Hertz "vertical sweep" signal that will eventually drive the vertical deflection coils in the yoke. When viewed on an oscilloscope, the output of the vertical oscillator will appear as shown in figure 7a.

Notice the vertical hold potentiometer that is a part of the vertical oscillator circuit. The vertical hold potentiometer is used to adjust the 60 Hertz frequency of the vertical oscillator. In fact, this pot is labeled "vertical frequency" in some monitors. When you adjust the vertical hold, you're actually changing the frequency of the vertical oscillator. All you need to do is bring the vertical frequency somewhere in the ballpark and the sync signal will lock it firmly in place at exactly the proper frequency. This prevents the picture from rolling.

The output of the vertical oscillator is now passed to transistor TR 4. This is the vertical pre-drive stage. The vertical size potentiometer controls the voltage at the base of TR 4 to vary the height of the picture. It is here in the vertical pre-drive that the narrow pulses created by the vertical oscillator are converted into the "sawtooth" waveform that is required by the yoke (see figure 7b.)

We see some failures in the vertical pre-drive circuit. Although you may occasionally need to test the transistors, diodes and resistors in this circuit, these are almost exclusively electrolytic capacitor failures. Some of the capacitors are in an "RC network" formed by a resistor and a capacitor. Technically, this circuit is known as an "integrator". The integrated circuit changes the skinny pulses from the vertical oscillator into the sawtooth waveform.

You can recognize the electrolytic capacitors by their cylindrical shape. Also, most electrolytic capacitors will be "polarized" with a positive or negative lead marked on the capacitor itself. Make certain you replace these capacitors properly. If you connect them backward, they will not work properly and probably will be damaged. They might even blow up!

You also may see a special "bipolar" electrolytic capacitor in this circuit. Bi-polar capacitors are not



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polarized and can be installed in either direction. They are often identified by the letters "BP" printed on the case. If you need to replace a bipolar electrolytic capacitor you can make your own from two regular, polarized capacitors. Select two capacitors of the same voltage rating (or higher) and twice the capacitance as the bi-polar capacitor you need to replace. Connect them in series with their two negative leads tied together. You will now have a bi-polar capacitor. Typical values for bi-polar capacitors in this circuit are 2.2 or 3.3 microfarad.

When the electrolytic capacitors fail, they can cause distortion in the sawtooth that, in turn, causes a distorted picture or poor vertical linearity. When you have a problem like a bent or curved picture, or poor vertical linearity, always check and/or replace the electrolytic capacitors in the vertical drive circuit.

You may also see another type of capacitor in the vertical drive circuit, called a tantalum capacitor. It looks like a large kitchen match head, dipped in plastic. It may be red, green or blue (or maybe even another color. I don't know why.) The value may be anywhere from 2.2 to 22 microfarads. This cap fails occasionally. The symptom may be reduced height, poor linearity or complete loss of vertical deflection if the capacitor short circuits (as tantalum capacitors are known to do on occasion.) Honestly, I am not entirely certain why the tantalum capacitor is used in this application. I have used electrolytic capacitors as replacements in the past with no apparent linearity problems.

It's easy to see how the sawtooth waveform drives the vertical deflection coils in the yoke. When the voltage of the sawtooth is at its maximum (when the oscilloscope trace is at the top) the scanning electron beams will be at the top of the screen. As the voltage of the sawtooth drops, the beams are moved down toward the bottom of the screen. When the sawtooth is at its minimum voltage, the oscilloscope trace is at the bottom and so are the beams.

Now it's time for the vertical retrace to bring the scanning electron beams back to the top of the screen. This has to be done quickly. You can see from the oscilloscope trace that the sawtooth waveform now makes a swift transition from low to high. This is the vertical retrace. As the voltage makes its move, the beams follow suit and move rapidly from the bottom to the top of the screen. The process is repeated 60 times each second.

The sawtooth signal from the vertical pre-drive is now amplified by transistor TR 5 and sent to the vertical output stage. There is also a feedback loop coming back from the output stage. Some of the vertical sweep current is sampled as it returns from the yoke. This helps control the size and linearity of the vertical sweep.

INTEGRATED CIRCUIT DESIGN

The use of an integrated circuit greatly simplifies the design of the vertical drive circuit (see figure 8).

Almost all modern monitors use integrated circuits in the vertical drive circuit. This circuit happens to be from the Wells-Gardner 4900 series.

In this circuit, the IC replaces all the transistors in the vertical drive circuit. The only transistors left are the two vertical output transistors. This IC rarely fails. As before, most failures can be found in the electrolytic capacitors. Look for problems with capacitors G301, G303, G306, G308 and G313. Other brands of monitors use very similar designs. Once you learn to recognize the vertical deflection circuit on the schematic diagram, you can go right to the associated components and test/replace them.

TROUBLESHOOTING HINT -

If you really have trouble following the schematic diagram, try this method of finding the bad capacitor(s):

- 1. Locate the two vertical output transistors (remember, they're the ones in the TO-220 packages.)
- 2. Start changing the electrolytic capacitors in the vicinity of the transistors and work your way out.
 - 3. Locate the integrated circuit.
- 4. Start changing the electrolytic capacitors in the vicinity of the integrated circuit and work your way out.

Because of the abundance of capacitor failures in vertical deflection circuits, it is strongly recommended that you replace all the electrolytic capacitors at the same time. This will reduce the chances of another failure further down the road. This is one of the places that you can perform preventive maintenance and save time and trouble later on. Replacement capacitor kits are available for all the commonly used videogame monitors. These "monitor get-well kits" may be obtained from:

Zanen Electronics 3109 2nd. St. Lubbock, TX 79415 (806) 793-6337

Ask for Aubrey Jones. Also, if you get stuck on a monitor problem, Aubrey will be glad to help you over the telephone.

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SELLING TO THE HOME

Bob Russell's full-time biz might be a lucrative sideline for many operators

by Rose D. Sigman

"I've loved pinball machines since I've been a kid," said Bob Russell. "The noise, the lights, the action. It's not just the number of points you rack up at the end." Bob's wife and business partner, Jenny, agrees emphatically that pinball is a great hobby, although her interest didn't begin until after she met Bob.

"Now I'm a pinball junkie too," Jenny said as she smiled and pointed to her favorite game, *High-Speed*. "And I have to admit that sometimes I like to play alone, just me and the machine. Each game feels different, but the thrill is the same every time."

At the beginning of the year, the Russells turned their outgoing quarters into incoming dollars by opening B & J Pinball Machines in Simi Valley, Calif., about 40 miles from Los Angeles. "I bought a couple of machines last year and fixed them up for kicks. The next thing I knew, we were in business and life's been pretty wild since." Bob said.

In an industry that depends on state-of-the-art games, the Russells are

scoring points by repairing, refurbishing and selling digital machines, both current and dating to the late '70s. They combine a '90s conscience of recycling used machines with the tradition of teaching the business to Bob's son, Robbie. B & J Pinball Machines is a family effort of electronic know-how, marketing skills, effective management and a young and eager student.

"We're proving to Robbie that the American Dream is still possible," Jenny explained, "as long as you're willing to work for it."

Like Bob, Jenny wears a lot of hats to keep their small business going. She keeps track of finances and management details, helps with sales and confers with Bob about business decisions. Her office management and computer skills augment her increasing knowledge of the machines.

Jenny met Bob when he owned and operated a local FM radio station. "I was their first female DJ," she said proudly.

At the radio station, Bob's knack

for tinkering with electronics was crucial in keeping the station on the air. After he left the radio business, Bob found that his skills were useful in another kind of entertainment industry: pinball machines. "I always liked working with my hands," he said. "I do work harder now, but it's more fun."

Bob finds machines all over Southern California. "Part of our good reputation is paying a fair price to a seller who thinks he or she has a piece of junk taking up space in the garage," he said.

"Each machine is completely torn down, fixed, restored and repainted to look as perfect as it can before it leaves B & J Pinball Machines," Bob said, nodding at the reference books, trade magazines and posters that line the back walls of the store.

All games are sold with a 30-day warranty on electronic parts. Any other problems are usually repaired within 24 hours after they have been brought to the store's attention.

B & J Pinball Machines is a lean



Pictured at left:

Bob & Jenny Russell of B&J Pinball Machines in Simi Valley, California. They specialize in selling refurbished games to homeowners. Photo by Diane Sigman.

Editor's note: the article on this page was written for RePlay by Rose Sigman of Simi Valley Calif.
Although it is a little out of the scope of RePlay's coverage, we though it offers a nice glimpse into what may be a good sideline for some operators.

"GET SMAI



CLEAN SWEEP CANDY CRANE



BIG BERTHA



BUDDY BEAR

SHOOT TO WIN JR. **CHUCKLES THE CLOWN**





1 HOOP

SHOOT TO WIN BASKETBALL



JUMBO 34"



JUMBO 42"



CLASSIC JUMBO





1 HOOP



JACKPOT

ROTARY

4 PLAYER



SINGLE



SUPER SINGLE

PROUDLY MADE IN THE U.S.A.



CLEAN SWEEP

CRANES

DOUBLE 1/2 AND 1/2



TRIPLE .





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operation without room for financial blunders. "We aren't looking for big profit," said Jenny. "We just want to be together and enjoy what we're doing."

Since the store isn't an arcade, location is secondary, so B & J Pinball Machines found its home in a small strip mall with an easy-on-the-ledger rental. The store is long, yet narrow, providing a perfect layout to display about 25 machines, some being fixed,

but most of them shining, flashing and ready to find a home. "It was easy to find a used computer, an old desk and a few comfortable chairs to conduct business." Jenny says. "Then we bought a used pick-up truck and glued our business sign on the back."

Advertising is simple and effective. The Russells make use of local cable TV, newspapers and other weeklies that run inexpensive ads. "Word of mouth is still our best

advertisement," Bob adds. "Referrals always make us feel the greatest because we know we're satisfying our customers."

Robbie also helps with the family business by making simple repairs and helping with deliveries after homework and on weekends. "Pinball machines are like having Christmas all year," he said. "My friends ask their parents to rent machines for their birthday or Halloween parties and the next thing I know, the grown-ups are asking me for B & J's business card."

Pinball games appeal mainly to families ranging in age from about 28 to 55. "People like the idea of staying out of traffic and being themselves with their families on Saturday nights. Owning a couple of machines isn't that unusual," Bob said. "It's like any other hobby. Once you're hooked, one game isn't enough."

Refurbishing and selling pinball machines isn't all fun and games however. "We sweat plenty during the slow periods and the bills have to be paid even if we have a bad week. Employees can go home and get lost in a TV show. We lie awake nights sometimes, trying to cope with the stress of owning a business," Jenny said. In the early stages of the business, social and vacation time is sacrificed too.

Success in this business means understanding the trade, knowing the value of used machines, and targeting your audience. "Be prepared to work long and hard hours too," Bob said.

"But lets not forget the advantages," Jenny reminded Bob. "We call our own shots; we make our own decisions and we have total say over what happens. And we believe there is a future in this aspect of the business. There's Classic Rock, so why not Classic Pinball?

"The most important part is that we love the business and the people in it. We are grateful to our friends in the industry who helped us get started.

We also enjoy helping people have a good time. Like the sign hanging above the entrance of the store says, 'We Sell Fun'."

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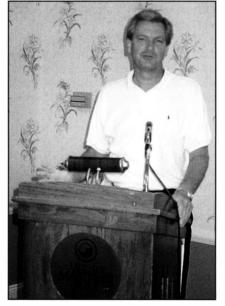
WAMO members share good times on Lake Michigan

It was a great weekend on a Great Lake. The Wisconsin Amusement and Music Operators (WAMO) held their annual meeting Aug. 26-28 at the Maritime Inn in Manitowoc, Wisc., along the shores of Lake Michigan. They had everything: fun, fishing, golf, auctions, great speakers, entertainment, great food, educational seminars and fellowship. It was also a time for operators, distributors and manufacturers to meet and exchange ideas, boast, complain and learn. Those who missed it, missed a lot

The board of directors kicked off the event with a meeting on Thursday. Among them were three new members: Ken Utecht of Utecht's Music & Games, Wausau, Rosalie Jacomet of Red's Novelty, West Allis, and Jim Groeschl of Viking Vending, Menomenee Falls. As usual, it was a productive, nononsense meeting.

Friday morning was a different story however, as board members left on three chartered fishing boats at 5 a.m. The boat with WAMO Executive Director Joe Phillips, WAMO President Mike Bohrer, AMOA Director Jim Stansfield and his wife Marge returned with a 33-lb. salmon. (Could be something fishy here?)

All of the boats were back by 11 a.m. in time for the golf tournament. I'm not going to write about golf,



New board member Jim Groeschl of Viking Vending conducted a seminar on pins.

except to say that Dick Jacomet (Red's Novelty) was top dog for about the hundredth time.

During Friday's big banquet and auction, Packer great Bob Skoronski spoke on "Winning Ways and the Lessons He Learned from Vince Lombardi," while 30 miles away, Green Bay was winning their first pre-season game. The auction is not only a great money-maker for the association's legislation budget, it's also very entertaining. Listening to

the remarks between the floor and auctioneer Joe Fox (who is also an operator) is like watching a two-hour comedy special without the commercials.

Everything for the auction was donated. There were new foosballs, speakers, kits, silver dollars, VCRs, plenty of plush and credits from manufacturers. Distributors, suppliers, operators and manufacturers have made this possible at this and previous WAMO gatherings, proving that we are an industry that believes what is good for the operator is good for the distributor and manufacturer. When it was over, the auction brought in more than \$11,000.

While Friday was deemed a "fun day," Saturday was devoted to business and information. The beautiful and rewarding thing about the WAMO business seminars is that they are slanted toward state problems and solutions. The audiences are largely Wisconsin operators with similar interests, and the speakers are usually fully aware of the most pressing problems. Unlike national seminars, the WAMO audience is small in comparison and made up of people who know each other personally. Because of this, they are not bashful about voicing their concerns, resulting in more individual attention. The people who attend get as much out of the audience participation as the



Gordon Smart of Smart Ind. shakes hands with Jim Stansfield after a great seminar.



For the WAMO members who made it to the Maritime Inn in Manitowoc, it was a fun and informative gathering.

speakers or moderators.

Rick Tills of Viking Vending started off the seminars by giving a presentation about pricing and location called "Avoiding Sleepless Nights." rick has been out there in the jungle; he knows the operators and their problems, and he has seen a lot of these problems solved. It was his first talk to the association and it was a good one.

Jim Stansfield and Gordon Smart of Smart Industries gave a great seminar on "The Growing Business of Redemption." The audience participation was really on target and everyone came out of this session with more ideas than Coder has liver pills.

John Margold of NSM America and Jeremy Tepper of *Street Beat Magazine* gave the next seminar. Titled "Effective Merchandising for Your CDs," it was a lively session filled with a lot of new and refined ideas on programming, marketing and commissions, among others. No one napped.

Tom Coenen, WAMO's legislation counsel, brought everyone up to date on current legislation and answered all questions on Wisconsin politics and how it may effect the industry. He just laid out the facts and answered the questions with no sweet talk.

Jim Groeschl of Viking Distributing and Doug Young, executive director of AMOA's International Flipper Pinball Association, gave a thought provoking program on "Pinball Profitability." Jim passed out a unique pinball analysis that gave the history or several late pins, including cost, gross revenue, trade-

in value, return on investment, ect. It was graphic, simple and unlike anything I had ever seen before—even I understood it.

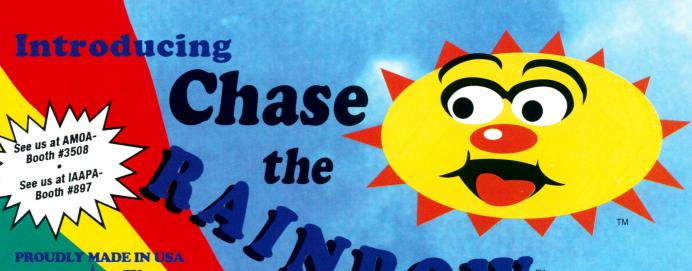
During the pinball session, I realized the impact pins had on the business long before pool tables, darts, shuffles and videos. Years ago, when I was going to college and working nights at a factory, there was an old guy named Charlie who religiously came into Tilly's Cafe at midnight seven nights a week. He had the same routine for four years; he would order coffee and hamburgers then go straight to the pinball machine in the corner of the cafe. Over those four years, he always played for at least an hour, sometimes two, and never won a free game.

One night he came in during an electrical storm and by chance he won a dozen free games. However, lightning struck nearby and temporarily cut the power, causing Charlie to lose all his free games. The shock of winning 12 games and losing them all in few seconds was too much for the old guy, and he died right at the pinball machine of a heart attack. The regulars at Tilly's, myself included, found out he was 91 years old with no relation or next of kin. We all pitched in, over 75 people, to give Charlie a decent burial, and 12 of us, all pinball players, gave the grave digger a little extra to put Charlie's casket in the ground at a "tilt".

The pins are still here Charlie, and they're great!



A lot of informal meetings were also held. Seated is former WAMO President Ralph Fleege.



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PATENT PENDING





On August 3, NBC's Dateline carried a segment about carnivals and fairs. The story pointed out that midway games were "fixed." Unscrupulous "carnies" were luring fun-seeking attendees to their stands and demonstrating how easy it was to win. The players, however, had the deck stacked against them; it was only possible to win during the demonstration. This entire process was videotaped, and an ex-showman exposed the fix on each game.

The Dateline commentator approached the owner of the fair, in this case United Shows, and discussed the fact that some of the games were controlled against the players. The explanation provided by the show owner was perhaps the worst answer I've ever heard. He simply stated that the individual stands were concessioned and he has little control over what games are played or how.

How naive does he expect viewers to be? This attitude is just what our industry is desperately trying to eliminate. The perception that players cannot win our games must be changed.

Greedy operators affect the entire industry. A national network show such as Dateline has credibility with millions of viewers. Will players now feel this way about redemption games?

It is for just this reason that redemption game operators must not be greedy in the way they operate their games. It has been proven that winners make players, and the more they win – the more they play.

Again, let me remind you to percentage your award payout properly. Give the player entertainment value *and* dollar value.

The more customers who walk out of your location with prizes, the more people will come in and play. I recommend setting "reasonable" minimum payback percentages for your games. On a high entertainment value game (such as *Skee Ball*) which takes at least a minute to play, you can afford to give fewer tickets (say, down to 15%). On a fast game that takes only a few seconds to play (such as *Rock 'N' Bowl*), you should pay out a 30% ratio (that's cost of play to cost of dispensing). Don't just look at your "cash in" meter; also monitor your "tickets out" meter

When operators say a game does not earn well, 80% of the time the reason is because games are not percentaged properly! Most factories, distributors and operators do not understand this concept.

Other unfair techniques are to display enticing prizes which players can't win. Maybe it's a 20 pound item the crane can't possibly lift. This approach frustrates players and eventually, they'll walk away. Then the operator will say, "The manufacturer made a bad game."

The Dateline show focused on operator-attended midway games. Most of today's games are automatic and the machine itself ensures fair play. But in large amusement centers, where attendants do play a role, it's important to offer a fair value — make sure rides last long enough. And even with games that do not require attendants, make sure the play-time setting is long enough to accomplish the goal of the game.

Operate your games fairly and the improved income will be your just reward. Be honest and you are thinking redemption.



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NEW PRODUCTS



INDIANA JONES from Williams Electronics

Williams has immortalized the Indiana Jones film trilogy in an allnew Superpin.

Indiana Jones melds together signature elements of "Raiders of the Lost Ark," "The Temple of Doom" and "The Last Crusade," and features a Tilt-A-Matic mini-playfield, a vintage biplane dogfight, rotating idol, Lost Treasures, three different interactive Video Game Modes, twelve distinctive game modes, instant two-ball and three-ball Multiball, as well as six-ball Multiball game play, and a special Eternal Life Mega Six-Ball Multiball that can award one billion points.

For more information, contact an authorized dealer. For referral, call Williams at 312/267-2240.

PAINT & PUZZLE from Century Vending

Century Vending and Distributing releases a new children's redemp-

tion game. Paint & Puzzle is designed for children of all ages and allows players to "paint" an illustration or complete a puzzle and win tickets. The game is played with a touch of the finger to the games video screen. For an added challenge, the game is also played against the clock.

Technical highlights include a Wells Gardener monitor, Micro Touch screen, on-screen system testing, on-screen setup menu and settings, and a dual coin mechanism. The game is also available with a custom graphics package and a card dispenser.

For more information, contact your local distributor or Century Vending, 13458 S. Western Ave., Gardena, CA 90249; 310/532-2351.

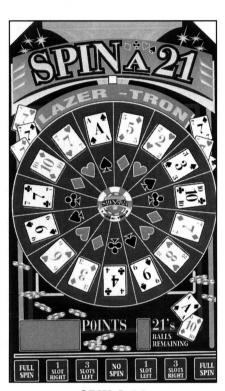
TWO MINUTE DRILL from Taito America

Taito America and the NFL have teamed up to introduce a new redemption novelty challenge game.

Two Minute Drill combines digitized NFL film footage with the task of throwing a football past the moving arm of a defensive lineman and into the receiving zone. With four different levels of play to choose from, the game will appeal to a wide range of aspiring quarterbacks.

Features include a heavy duty cabinet design (33.5"W x 101"D x 98"H) that is easy to transport and set-up, TV monitor, solid state PCB and power supply, dollar bill acceptor and ticket dispenser options, hard-hitting sound effects, and a reliable new ball dispenser.

For more information, contact Taito American, Coin-Op Sales Div., 390 Holbrook Dr., Wheeling, IL 60090; 708/520-9280



SPIN A 21 from Lazer-Tron

Spin a 21 is the new skill version of the roll down game *Spin to Win*, featuring play characteristics of the classic card game 21.

Gameplay: Players choose from 1-10 coins, with each coin played multiplying the amount of tickets the player can win. The player will try to roll the ball down the ramp into the slots which control the spin of the wheel. The object is to get a score as close to 21 as possible without going over; the closer a player gets to 21 without going over, the more tickets he wins. Features:

Progressive Jackpot that allows the machine to pay out all of the tickets.

For more information, contact Lazer-Tron, 4430 Willow Rd., Pleasanton, CA 94588; 510/460-0873.



tronic pull-tab version of *Pot-O-Gold*. The pull-tab cartridge meets all the requirements for pull-tab devices, including dispensing a ticket with every play and offering a finite number of plays.

The game features a 13-inch monitor and push button play in a full-size stand-alone wooden cabinet. The tickets, which are prescrambled at the factory, are dispensed from a cartridge. After telling the printer what to print, the cartridge "tells" the monitor what to display. In fact, the machine can be played without the video monitor being active.

Multiple machines can be linked so that more than one player can play out of the same cartridge at the same time, winning tickets can be coded for security, and all plays and winnings can be monitored from central computer.





THE SNACK ATTACKER from Advanced Games and Engineering

The Snack Attacker is an attention-grabbing crane game that uses a "win every time" feature to keep customers returning for more.

Utilizing a high-security heavy gauge steel cabinet, the skill game features sound effects and two-color flashing lights around its a perimeter. Other features include an 8-way joystick and drop claw controls, T-handle front door lock, cylinder keyed on-off switch and dual coin mechanisms. Multiple price controls allow plays from 25 cents to \$2 and an LED display box shows game time and credits. A custom designed claw allows virtually any mixture of candy, toys, prizes and trading cards to be vended.

For more information, contact Advanced Games and Engineering,

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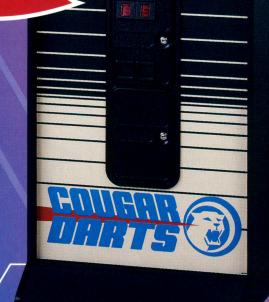
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New COUGAR DARTS can be moved, installed and serviced faster and easier by only one person with the all-new cabinet design.



Inc., 1231 NE 8th Ave., Ft. Lauderdale, FL 33304; 305/527-0907.



New from Hoops! USA

Shot at the Buzzer is an innovative new basketball game featuring a life-size, arm waving animated defender, digital audio "play by play" and game explanation. The game rewards players winning shots by dispensing either tickets or sports/trading cards.

Hoops! USA offers a full range of games from one to sixteen hoops, which will fit most any available indoor or outdoor space. For more information, contact Hoops! USA, 3125 Fiechtner Dr. SW, Fargo, ND 58103; 800/950-9305.

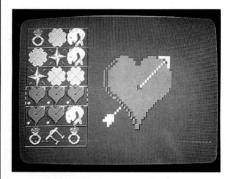
COUNTERTOP CHAMPION from U.S. Games

U.S. Games launches a new countertop video game designed for greater player appeal and dependable operation. **Countertop**Champion features touchscreen play and programming, a 13-inch monitor and the greatest number and variety of operator- and player-selectable games offered in a single machine.

A fast response touchscreen delivers a host of easily selectable options to both players and operators. Players select from more than 45 variations of multi-player games, which are displayed through a series of menus and submenus. Many of the games are unique to *Countertop Champion*, including three pool games, a 3D bowling game, a shooting gallery game, and "Memory Master," a classic follow-leader memory game.

All of this is encased in an attractive, durable cabinet with a swivel base. The high resolution 13-inch monitor is all glass and impervious to damage from liquids.

Countertop Champion will debut at the AMOA Expo in Anaheim. For more information, contact U.S. Games, 5825-B Peachtree Corners East, Norcross, GA 30092; 404/441-2910.



VIDEO FISHBOWL from Ecotech

Video Fishbowl is a pull-tab type game targeted for adults. It is available in kit form, which includes a board and harness.

The kit installs in 20 minutes and will go into any poker or 8-line cabinet. According to the manufacturer, it is legal in all states. The state-of-the-art board will be used for future updates and game changes.

For more information, contact Ecotech, 234 Broadway St., Meyersdale, PA; 814/634-0848.

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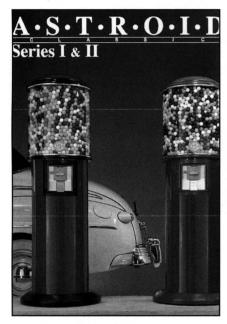
Coin ConneXion offers two versions of amusement route management software to be unveiled at AMOA Expo 93.

Amusement Lite is a comprehensive system that manages routes, collections, game-rotation, loans, check writing, service calls and more, with optional incomereporting features.

Amusement Complete includes all of Amusement Lite, plus individual machine-based performance and income-tracking functions. A fully-integrated video lottery module is also available.

A state-of-the-art hotline technical support via modem provides immediate assistance, while maintaining total confidentiality.

For more information, stop by booth #409 at the Expo for a demonstration, or contact Coin ConneXion, 2705 Woodland Hills Rd., Sioux Falls, SD 57103-4366; 605/331-5575.



New from Galaxy, Inc.

The **Asteroid Series** gumball dispenser sets itself apart from other machines on the market with its unique yesteryear gas pump design. To go inside, Galaxy offers **Winner** monogrammed, multi-colored, jumbo gumballs.

For price and ordering information, call Galaxy at 219/935-5007.

New from Novus

Novus Inc. adds a new product to its line of plastic polishes.

Novus Plastic Polish No. 3 joins No. 1 and No. 2 in the war against dull, scratched and faded plastic. The new aggressive polish is formulated to remove heavy scratches and abrasions from most acrylic surfaces; it can be applied by hand using a soft cloth or with a buffer. No. 3 prepares a surface for the



milder *No. 2*, which can be used to remove fine scratches and haziness. *No. 1* is a cleaner, shiner and protector for all plastics.

For the name of the nearest Novus distributor, call 800/548-6872 or contact Novus Inc., 10425 Hampshire Ave. South, Minneapolis, MN 55438.

New from Imonex

Imonex introduces its newest coin acceptor for the arcade and video games, pinballs, car washes, kiddie rides and more. The new acceptor can be configured for quarter only, undersize or oversize token only, or quarter token combinations. The manual coin acceptor can process bent or damaged coins without rocker/cradles or electronics.

For more information, contact Imonex at 800/446-2719

New from Deith Leisure

Deith Leisure announces a new compact bowling system. The compact **9 Pin Game** is similar to their earlier *BowlEasy 10 Pin* system, and is available in 14.8 and 17.5 meter standard versions, although shorter or longer lengths are possible to suit any site.

Players can choose from a variety of games, some competitive, some social, selected from a menu displayed on monitors at the player's console. As pins are knocked down, the computer generates a changing color display for each game. The range of games can be changed at any time by inserting a 3.5 inch flop-

py disc into the computer and competitive players can use the computer's memory to record their own history.

For more information, contact Deith Leisure Ltd., Unit 2, Industrial Estate, Leigh Close, New Maiden, Surrey KT3 3NL, United Kingdom; 081/336-1222.

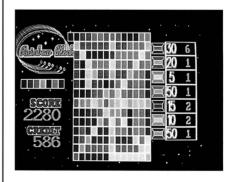


New from BTR International

BTR Poker (top) is the company's latest draw poker game. Features include small volume for special mini cabinet, deal speed adjustble per customer's request, simple rules (joker available) and hardware designed with RS232 ports for special applications.

Rainbow Block (below) is a unique new guessing game with simple rules. It features a mini PCB for small cabinets, slot style double-up and a special jackpot.

For more information, contact BTR International Inc., 5F-1, No. 30, Nanking W. Rd., Taipei, Tawan, R.O.C.; 011-886-2-559-2156.



DYNAMO TABLE SOCCER

\$25,000 Las Vegas tournament is just one stop on the Grand Slam Tour

Hundreds of pro and novice table soccer players from across the country filled the richly decorated ballroom of the Aladdin Hotel and Casino in Las Vegas July 30 - Aug. 1 to compete for over \$25,000 in cash, tables and trophies. It was all part of the American Table Soccer Federation's 93-94 Grand Slam of Table Soccer, sponsored by Dynamo Corporation. Some of the professionals were on hand not only for the generous cash payouts, but also for a chance to qualify for a shot at the finals, where two new Chevy trucks will be awarded.

Capturing the prestigious title of Open Doubles was Johnny Horton and Bob Diaz of Tampa, Fla. Horton and Diaz defeated the team of Todd Loffredo of Colorado and Tony Bacon of Michigan in a one of the most exciting finals in years. The match went right down to the final set, final game, 6-4.

Another player with a hot hand in Vegas was Thor Donovan of California, who teamed up with Tess Logan of California to capture the Mixed Doubles title. The runner-ups were Rich Foster of Washington and Kelly Masuda of California. Donovan also managed to win the D.Y.P. event with Martin Pinedo of California, and teamed up with fellow Californian Garret Scherkenback to take the Open Doubles II Roller Doubles. Open Singles honors went to Steve Mohs of Minnesota over Todd Loffredo. Also qualifying for the Grand Slam playoffs by winning Expert Doubles were Nick Bourdos of Las Vegas and Mike Kells of California.

Californians James Pollack and Dave Giddings captured Novice Doubles, while Chris Lawson won top honors in Novice Singles. The Novice champions took home new Striker home tables.

Top Dynamo executives Bill Rickett and H.L. Coats were both on hand to to witness the event, which marked the company's re-entry into soccer promotions. Bill Rickett, who founded Dynamo as a table soccer company in 1977, underlined his



Above: Johnny Horton and Bob Diaz (r) battle it out with former World Champs Terry Moore and Gus Travino. **Below left:** ATSF President John Lott shakes hands with Johnny Horton and Bob Diaz, who took the Open Doubles title. To the left are runner-ups Todd Loffredo and Tony Bacon. **Below right:** Women's Doubles competitors Cathy Lasco and Liz Hall receive a victory hug from John Lott in front of the Grand Slam Tour's top prize.



commitment to the program with a dramatic speech during the opening ceremonies, which was applauded by the players in attendance. Commenting on the tournament and the future, Rickett said, "We here at Dynamo are very excited about the turnout and the potential for our electronic table. The attitude of the players this weekend only reinforced our commitment!"

The tournament also marked the introduction of Dynamo's *Striker* electronic foosball table. Designed by two-time World Champion John Lott, the table features electronic scoring, multi-game selection, sensors that read the speed of the ball in miles per hour, and a player designed, telescop-



ic rod made of high quality aircraft steel.

The next stop on the Grand Slam Tour will be at Anaheim Oct. 22-24 in the Pan Pacific Hotel, just around the corner from the AMOA Expo. Dynamo, which has a booth at the Expo, will also hold a special operators/distributors showing to coincide with the \$35,000 tournament. For more information, call 800/527-6054, ext. 112.

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VALLEY DARTS

changes in eligibility requirements can mean more operators can take part in this year's World Cup tourney

For years the Valley World Cup electronic dart championships offered operators everything they could hope for to entice players from across the country: a three-tiered, world tournament structure beginning with regional tournaments and leading to expenses-paid trips to places like Las Vegas and Germany. Throw in great prizes, banquets and parties along the way, and you had one of the most sought-after tourneys among competitive darters. Unfortunately, many smaller operators were not eligible for the program because they didn't own the minimun number of Cougar Darts machines needed to participate.

But this year, things have changed. Valley Recreation has announced that they've restructured eligibility requirements so that operators with as few as ten Cougar Darts on location can get in on it. The minimum requirement had been that operators had to own at least 50 Cougar Darts.

"We want to give smaller, growing operators the extra boost the Valley World Championships can give them," said Dick Shelton, Valley's senior VP and general manager, "so we've set up eligibility categories for operators who have under the 50 machine minimum we'd required in previous years. Essentially, the more Cougar machines the under-50-machine operator buys, the more of the tournament expenses we cover."

Valley's Championship tournament begins at the local level as operators, either individually or in combination, run regional qualifying tournaments. Winners from these qualifiers then go to the North American Championships being held in Las Vegas next July. Winners at the Vegas tournament qualify to represent Team U.S.A. and will travel to Europe to compete against other countries' teams for the World Cup. Airfare and accommodations for participants in the Las Vegas and European tourneys are picked up by Valley.



Programs like Valley's are a great opportunity for operators to become involved in the growing world of competitive darts. Most operators would be hard pressed to finance all the materials, promotions and prizes on their own. Manufacturers on the other hand are looking for ways to sell more machines, and the growing interest in dart tournaments has done just that. A well-tuned package like Valley's brings more league players into the picture and entices casual players to join leagues, creating a larger dart-playing base. It's a system that benefits all.

If you're a Valley operator and would like more information on this year's World Cup, contact your representative at Valley: Dave Kristal (Midwest), Jeff Yantz (Eastern), Gary Connelly (Western) or Mark Boehman (Canada). For referral, call 517/892-4536.

Team U.S.A. was one of the top three winningest teams to compete at the World Championships in Brig, Switzerland this year.Below, the *Cougar* wall-mount unit.





POP

- 1. DREAMLOVER, Mariah Carey, Columbia 77080
 - 2. CAN'T HELP FALLING IN LOVE, UB40, Virgin 12653
 - 3. THE RIVER OF DREAMS, Billy Joel, Columbia 77086
- ★ 4. LATELY, Jodeci, Uptown 54652
 - 5. RAIN. Madonna. Maverick/Sire 18505
 - **6. Break it down again,** Tears for Fears, Mercury 862 330
- 7. IF, Janet Jackson, Virgin 12676
- * 8. WILL YOU BE THERE, Michael Jackson, Epic 77060
 - 9. CRYIN', Aerosmith, Geffen 19256
 - 10. REASON TO BELIEVE, Rod Stewert, Warner Bros. 18427

POP PICK HITS

HUMAN WHEELS

John Mellencamp - Mercury 862 704

I'D DO ANYTHING FOR LOVE

Meat Loaf - MCA 54626

EVERYBODY HURTS

REM - Warner Bros. 40992

RIGHT HERE

SWV - RCA 62614

WHEN I FALL IN LOVE

C. Dion/C. Griffin - Epic 77021

- 1. CHATTAHOOCHEE. Alan Jackson, Arista 2573
- 2. PROP ME UP BESIDE THE JUKEBOX, Joe Diffie, Epic 77071
- 3. NO TIME TO KILL, Clint Black, RCA 62609
- 4. WORKING MAN'S PhD., Aaron Tippin, RCA 62520
- 5. LOOKING OUT FOR NUMBER ONE, Travis Tritt, Warner Bros. 18463
- 6. IN THE HEART OF A WOMAN, Billy Ray Cyrus, Mercury 862448
- 7. EVERY LITTLE THING, Carlene Carter, Giant 18527
- 8. DOES HE LOVE, Reba McEntire/Linda Davis, MCA 54719
- 9. ONLY LOVE, Wynonna, Curb 54689
- 10. ONE MORE LAST CHANCE, Vince Gill, MCA 54715

COUNTRY PICK HITS

HALF ENOUGH

Lorrie Morgan - BNA 62576

LET GO

Brother Phelps - Asylum 64614

NOTHIN' BUT THE WHEEL

Patty Loveless - Epic 77076

IF I DIDN'T LOVE YOU

Steve Wariner - Arista 1-2578

THIS ROMEO AIN'T GOT JULIE YET

Diamond Rio - Arista 1-2580

R&B

- * 1. LATELY, Jodeci, MCA 54652
- **2. RIGHT HERE,** SWV, RCA 62614
- * 3. IF. Janet Jackson, Virgin 12676
 - 4. IF I HAD NO LOOT. Tony! Toni! Tone!, Mercury 859056
- ★ 5. WILL YOU BE THERE, Michael Jackson, Epic 77060
- ★ 6. DREAM LOVER, Mariah Carey, Columbia 77080
 - 7. FOR THE COOL IN YOU, Babyface, Epic 77109
 - 8. SOMETHING'S GOIN' ON. UNV. Maverick/Sire 18564
 - 9. ALRIGHT, Kris Kross, Columbia 77103
 - 10. HEAVEN KNOWS, Luther Vandross, Epic 74996

R&B PICK HITS

SOMETHING IN YOUR EYES

Bell Biv Devoe - MCA 54725

GIRL U FOR ME

Silk - Keia 64643

WHOOT, THERE IT IS

95 South - Wrap 0150

- 1. SLEEPLESS IN SEATTLE, Soundtrack, Epic 53764
- 2. ZOOROPA, U2, Island 518047
- 3. CORE, Stone Temple Pilots, Atlantic 82418
- 4. RIVER OF DREAMS, Billy Joel, Columbia 53003
- 5. BIGGER, BETTER, FASTER, MORE!, 4 Non Blondes, Interscope 92112
- 6. JANET, Janet Jackson, Virgin 87825
- 7. GET A GRIP. Aerosmith, Geffen 24455
- 8. PROMISES AND LIES. UB40. Virgin 88229
- 9. IT'S ABOUT TIME, SWV, RCA 66074
- 10. UNPLUGGED...AND SEATED, Rod Stewart, Warner Bros. 45289

GRAPEINE

northeast



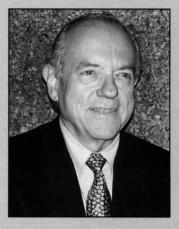
JALECO'S ARM CHAMPS II made a guest appearance on the NBC Today Show Aug. 20 during a regular segment known as the Gadget Guru, which demonstrates new and interesting products. After being introduced by the Gadget Guru as "one of the most fun vending machines you've ever seen," the game was played by long-time host Bryant Gumbal, who displayed his arm-wrestling prowess by defeating the game's toughest character (the game gets progressively harder with each bout). At the show's conclusion, co-host Katie Couric took a turn at the Arm, easily defeating a character named "Trixie." Couric stepped aside as one of the show's guests moved in to play the game. With everyone on the show obviously enjoying the bouts, Gumbal commented that the "testosterone here is running like salmon."

JCM announces the formation of a new Customer Support Engineering Department. The department will be headed by Paul Beshenich. Wayne Bozeman, president of JCM's North American Bill Acceptor Division, said, "This is a logical step in the growth of our business. Paul is a twelve year

industry veteran, well versed in every technical aspect of payment systems. We feel fortunate to have him as part of our team." Congratulations Paul.

VETERAN AFFAIRS – Sol Lipkin, back with the "new" American International Shuffleboard Co., will be manning their Expo exhibit along with other American vets Leo Stelter and Dick Delfino. Dick, who brought the company out of bankruptcy last year (along with partner John Dunn), says a lot of other oldtimers from the former place are working the same product line at the new digs in Hackensack, N.J. Drop by at the Expo and say "hi" to guys who build product that has gone the distance.

midwest



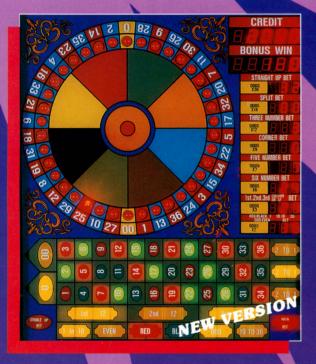
BACK IN BIZ -

Don Moloney, son of Bally Mfg. founder Ray Moloney, and a former Bally vice president, will head up a new company, Moloney Mfg., Inc., headquartered in Elgin, Ill. The firm will manufacture a line of new games, several of which will be introduced at the AMOA show. Other

management members include Don's cousins, Bill and Earle Moloney. Family ties are further enhanced by a joint venture with the Molon Motor and Coil Corp., founded in 1954 by Earle Moloney, Ray's brother. The Moloney Company was the original provider of custom motors for Bally pins, so this new venture brings the family full circle after 39 years.

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SANDBLAST '93 - Strata's employee volleyball team made it to the semi-finals in the American Cancer Society's Sandblast '93, an annual tournament played on the banks of Lake Michigan in Chicago to raise money for cancer research. Team members, Jane Zeto, Jeff Siegrist, Alicia Sadoff and Dale Kerkman (pictured above), competed with 150 other teams Aug. 14.

GLASCO held an inaugural sales and service workshop for distributors Aug. 30 - Sept. 1 at the Harley Hotel in St. Louis. More than 35 distributor sales and service personnel attended the workshop, which covered such topics as basic electronic repair, hands-on equipment set-up and configuration, selling techniques, equipment feature and benefit reviews, and general industry background. Some of the distributors attending included Atlas, Mondial, Moss, Automatic Choice and Brandt.

NO LONGER WITH US - Anyone who ever attended a WAMO convention or weekend conference was almost sure to have known Lottie Pospyhalla, and would have been enamored with her charm and love of life. On July 30, Lottie died of heart failure at age 95.

CELEBRATION STATION, Merrillville, Ind., announces the appointment of three new positions. Steve Thomas, currently director of Game Operations, will be taking on additional responsibilities of purchasing and technical support for all arcade and amusement equipment; Robin Kerr has been named the regional manager for the six Celebration Stations in the Texas and Oklahoma area; and Robert Zolno has been named general manager of the Celebration Station family restaurant and fun center in Austin, Tex. Celebration Station, a division of Whiteco Industries, has loca-

tions throughout Texas, Oklahoma, Louisiana, North Carolina, Florida, Tennessee and Indiana.





OOPS! - In last month's RePlay cover story on Namco, we mistakenly left off the captions for two pix on page 95. The photo at top shows Helen Domino, the firm's operations manager (seated), and Susan Barber, office administrator. The photo at left shows Customer Service Technician Eric Eckmann. Sorry about that folks.

VALLEY RECREATION PRODUCTS announces an expansion of their toll-free customer service. Effective Aug. 16, the pool table and electronic dart game manufacturer will be open for service from 7 AM to 7 PM (Central Time) Monday thru Friday. According to Bob Corrigan, national sales manager, the decision to expand service hours was made to enable their operator customers in any time zone in North America to reach Valley during normal business hours.

TOURNEY INNOVATOR - Pictured is Chuck Sherman, event coordinator, solicitor and route manager for Metro Amusements, Streator, III., along with his wife Janet. Chuck was hired specifically for promotions, and has successfully organ-



ized dart leagues in his area, as well as put on special charity events and tournaments. His most recent endeavor was a *Mortal Kombat* tourney held at the Fox Arcade in Yorkville, Ill. Chuck said the kids, some of whom travelled over 50 miles, took to the tournament like naturals. "We just set up a double grid elimination and let them figure it out," he said. Judging by the enthusiasm for the tournament, Chuck forsees other vidgame events in the future, maybe based on *Street Fighter II* or *NBA Jam*.

southeast



GREATER SOUTHERN DISTRIBUTING, Atlanta, Ga., was recently presented an "Outstanding Market Development" plaque in "Recognition of Superior Vending Sales." Pictured above are (I to r): Dick Moffett (Dixie-Narco), Rubin Piha, Morris Piha and David Capilouto (Greater Southern). Congratulations to all of you!

TAX ROLLBACK? – Florida's crippling 7.8% gross receipts amusement machine tax could fall to 3% (with a new \$20 per machine annual license fee) if the Senate OK's a compromise bill during the October special session. The House has already approved the plan, but a tough battle remains. Florida residents can call the Family

October 1993

Arcade Alliance at 800/842-2353 for an information update or to contribute funds.

WVMVA EXPO - It's apparent the West Virginia Music and Vending Assn. knows how to have a good time as well as put on a great show. Their 39th Annual Convention & Expo at Charleston featured a golf tournament and a dinner cruise on the West Virginia Belle as well as the Mountaineer Challenge Electronic Dart Tournament, where operators were given a close-up look at the excitement generated by electronic darting. On a more serious note, elections were held for upcoming officers and directors, and a new Finance Committee was formed, to be chaired by Kenny Price. The committee will study and recommend to the board of directors ways to finance beneficial industry related projects and programs. For more information, call the WVMVA at 304/949-3289.

NAMA SOUTHERN REGIONAL OFFICE – NAMA announces the appointment of Julianna B. Belcher or Marietta, Ga. to the newly-created position of Southern Manager and Counsel. She

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21550 Beaumeade Circle, Ashburn, V A 22011 1-800-336-3311 • Fax 1-703-729-8606 will open a regional office of NAMA in the Atlanta area, the first in the southeastern U.S. NAMA's other regional offices are in the Los Angeles and Washington D.C. areas; the associations head-quarters are in Chicago.

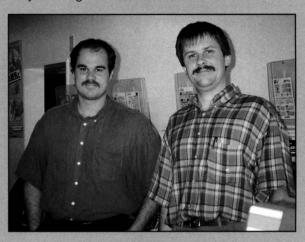
IRV MARGOLD, the retired "tiger of Trimount," dropped us a line from Lake Worth, Fla. saying he's not golfing or fishing any longer ("too tough getting around") but plays a lot of bridge ("playing better than ever"). Irv reports that he still enjoys RePlay: "I can't get the industry out of my system."...Another retired northeasterner, Sam Morrison, turned 70 Sept. 3 and spends mobs of time travelling. Recent junkets took the former Bronx jukebox maven to Vegas, San Diego, Mexico and Bermuda. He loves checking out the arcade scene when he's on the road, but is quite content not to worry about what new game to buy, which place is going to report a break-in, and who is going to hit him for a loan.

southwest



BALLY GAMING, Las Vegas, announces it will go into the slot machine business for the first time. The ProSeries, which includes the Proslot, ProSlant and ProVideo, culminates nearly two years of intense research and development by Bally Gaming. Features include internal bill acceptors positioned above the coin head, a unique Bill Box Extraction System to simplify drop procedures, and single board technology. Play is enhanced by a new sound system, fast-spinning nine inch diameter reels, award-winning graphics and snap-action handles to give a more "tactile"

playing experience. For more information, contact Bally Gaming at 702/896-7700.



JAMMA SHUTTERBUGS - Pictured above are (left to right) California Games President Richard Atchley and CEO Patrick Atchley. Richard and Patrick graciously took some of the photos for the JAMMA feature in this month's RePlay. California Games, Inc. has been in the coin-op biz for over 17 years, and recently incorporated in 1990. The company operates over 500 games, and its route is often used as a testing ground for new games; it is also a distributor of new and used games worldwide as well as a manufacturer of the "Turbo 25" vidgame cabinet and new redemption games. They can be reached at 909/930-5828. Thanks again guys!

ON HIS OWN - Michael P. Drew has started a consulting firm specializing in games, redemption and computerization needs. Mike is one of several long-term Malibu Grand Prix employees whose position was eliminated due to corporate restructuring. He was director of purchasing and assistant to the V.P. of operations. Mike is now using his 14 years experience in the industry to work for his clients. For more information, contact Mike at 818/894-4778.

GARY RUDOLPH is staying close to his roots in the biz. As many know, he spent 2 years in the management of pocket parks (Castle Entertainment and Malibu Grand Prix, both in L.A.). Now Gary has formed a limited partnership with Tom Clark, his old partner from Castle days. They plan to open a series of huge family entertainment centers (FECs) in SoCal. The first site will be a seven-acre FEC in Santa Clarita, right off the busy Hwy. 14 between L.A. and Palmdale. Look for a spring or summer 1994 opening. The site will feature two 18-hole mini golf courses; a 1,100 sq. ft. go-kart track; bumper boats; batting

cages; mini water park area, including four 400-ft water slides, play pools and a "Rampage" slide; and a 12,000 sq. ft. building for coin-op games, food, ect. Next, a second site is planned for Orange County and two more are in the works.





YOGI TAYLOR.

who contributed to the 7-11 feature in this month's RePlay is pictured above on one of his twicedaily ocean walks. Here he is inspecting a whale carcass with his side-kick Kirby, who appears reluctant to get any closer. Also pictured is Yogi's lovely daughter Katie,

who plays an "awesome game of pinball," according to her proud papa.

international

VIDEO TO FILM - Technos Japan Corp. announces that they are jumping on the silver screen bandwagon with "Double Dragon - The Movie." The film is already in production and due for release in the U.S. in April 1994. Released in 1987, Double Dragon was a hugely successful hand-to-hand combat vidgame, which subsequently set off the long succession of fighting

LATINO Jukebox Top 30 FOR MONTH ENDING AUGUST 1993

FOR MONTH ENDING AUGUST 1993				
	COMPILED FOR COMPACT DISC JUKEBOX OPERATORS TITLE ARTIST			
	THIS	ૐસ	TITLE * * No. 1 7	ARTIST
	1		INALCANZABLE NO. 1	LOSBUKIS
	2		BUENOSVAQUEROS	LOSCAMINANTES
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REGIONAL MEXICAN	4		15 EXITOS	LOSHURACANES
IALM	5	10	SIEMPRE TE RECORDARE	LOS YONICS
SION	6	9	LA GARRA DE LC	STIGRESDELNORTE
æ	7	2	CON SANGRE DE INDIO	BANDAMACHOS
	8		NIEVES DE ENERO	CHALINOSANCHEZ
	9		PROVOCAME BAN	DA VALLARTA SHOW
	10		ALMA ENAMORADA	SANCHEZyCASTRO
	1	1	ES UN ESCANDALO	SONORA DINAMITA
	2	8	MENTIRAS	MARITORIVERA
	3		SOPA DE CARACOL	BANDA BLANCA
SA	4		JOHNNY SIMEPRE JOHNNY	JOHNNYVENTURA
/SA	5	3	CUENTA CONMIGO	JERRYRIVERA
TROPICAL/SALSA	6	7	ROMPECABEZA	TITONIEVES
TRO	7		HECHO EN PUERTO RICO	WILLIECOLON
	8		SALSA EN GRANDE VOL. I	I COMPILATION
	9	10	BACHATA ROSA	J.L. GUERRA
	10		14 SUPER EXITOS	JOHNNY RAY
	1	1	THE BEST	ANA GABRIEL
	2	2	ROMANCE	LUISMIGUEL
	3	3	ARIES	LUISMIGUEL
	4	4	MITIERRA	GLORIAESTEFAN
0	5	6	GIPSY KINGS	GIPSYKINGS
М	6		40 Y 20	JOSEJOSE
	7		CALOR	JULIO IGLESIAS
	8	8	MEXICAN HOT HITS II	COMPILATION
	9	7	15 EXITOS	MARISELA
	10	9	CON AMOR ETERNO	PANDORA
			BY THE LATIN JUKEBOX, GAI ACTUAL JUKEBOX PLAY REG	

BASED ON ACTUAL JUKEBOX PLAY REQUESTS.

games that still exists today. The budget for the movie is over \$25 million and playing one of the bad guys is Robert Patrick, the baddie from "Terminator II".

SWEDISH PINBALL MASTER – On Aug. 28, Sweden crowned their first Swedish Master in Pinball Games. Pictured above is winner Kalle Krantz, 19, who won a trip to the coming Pinball World Championships in the U.S. The Mastership was arranged by Arcadia, Sweden's largest distributor. 93 players from all over Sweden qualified for the finals.

BIRMINGHAM, ENGLAND is the sight for this year's International Leisure Industry Week October 5-7. Among the many Leisure at Work Seminars scheduled for the event is a special session focusing on the future of the amusement industry. Headed by Jeffrey Cohen, managing director of

Rank Amusements, and Michael Green, managing director of Sega Europe, the session will consider the implications of new technology and the development of family entertainment centers on the future of traditional arcades. For more information, contact Independent Exhibitions at 011-0932-56-4455

PRAGUE SPRING – The Amusement+Leisure Trade Show has negotiated with various businesses to have another new exhibition staged alongside its May 5-7, 1994 show in Prague, Czech Republic. The new exhibit, Franchise+ Business Opportunities (fabo-PRAHA) is targeted specifically at the growing entrepreneur/business sector of the central and east European market. For more information on events in this exciting new region of opportunity, contact Eurotrade Exhibitions, 1st Floor, 13 Sansome Place, Worcester, England; 011-44-0905-61-3256.

OCTOBER 1 OCMA (Ohio) annual dinner, Tangier Restaurant, Akron. For more information, call the association at 614/888-9772.	JAN. 11-12, 1994 Night Club & Bar Convention and Trade Show, Bally's Hotel, Las Vegas. For information, call 800/247-3881.
OCTOBER 5-7 Leisure Industry Week, NEC, Birmingham, England. For information, call 011-0932-56-4455.	JAN. 20-22, 1994 Leisure Expo III, Orange County Convention Center, Orlando, Fla. For more information, call 305/448-7976.
OCTOBER 7-9 World Waterpark Association show, Ft. Lauderdale, Florida. For more information, contact Patty Miller at 913/599-0300.	JAN. 25-27, 1994 ATEI (England) and International Casino show, Earls Court 1, London. For more information, contact Peter Rusbridge at 011-44-71-713-0302 or fax 011-44-71-713-0446.
OCTOBER 20-21 SADA '93 (Spain), Palacio Victoria Eugenia, Barcelona. For more information, call 011-93-416- 1466.	JAN. 26-29, 1994 IMA (Germany) show, Frankfurt. For information, conta Blenheim Heckman at 011-49-211-901910.
OCTOBER 21-23 AMOA Expo '93, Anaheim Convention Center, Anaheim, Calif. For information, call AMOA at 312/245-1021.	MARCH 17-19, 1994 ACME '94, Rosemont Convention Center, Rosemont (Chicago), Illinois. For more information, contact Bill Glasgow, Inc. at 708/333-9292.
NOVEMBER 17-20 International Assn. of Amusement Parks & Attraction (IAAPA) annual show, Los Angeles Convention Cent Los Angeles, Calif. For more information, contact IAAPA at 703/836-4800.	
DECEMBER 7-10 ForainExpo, Paris Le Bourget exhibition park, Paris. For more information, contact Francoise at 011-1-47 42-92-56.	JULY 21-23, 1994 Billiards Congress of America Int'l Trade Expo, The Sands Expo & Convention Center, Las Vegas, Nev. Foinformation, contact Frank Zdy at 619/278-3877.



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Golden Axe		Final Fight
Rygar		Street Fighter II .
Karate Champ		Arch Rivals
Side Arms		Smash TV
Buster Bros		Shinobi
Crime City		Main Event
Cadash		Ikari Warriors
Thundercade		NEC
Touchdown Fever		Crossed Swords
Ninja Gaiden		Baseball Stars
Bad Dudes		World Heroes
Combatribes		Fatal Fury
RBI		Fatal Fury 2
Super Mario		Ninja Command
ESWAT		King of Monsters
Gondomania		
Contra		PlayChoice 10 w
Superman		Grayhound Trivia
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	-
Super Contra	69
MVP	149
Time Killers	449
WWF	39
WrestleFest	149
Simpsons	149
TMNT	
Final Fight	249
Street Fighter II	349
Arch Rivals	
Smash TV	99
Shinobi	99
Main Event	39
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NEO-GE	0
Crossed Swords	\$29
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CONVERSION KITS:

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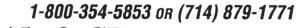
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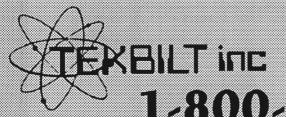
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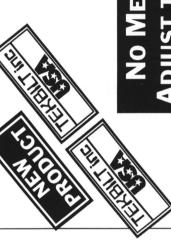
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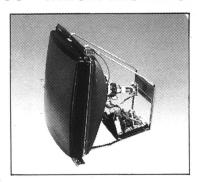
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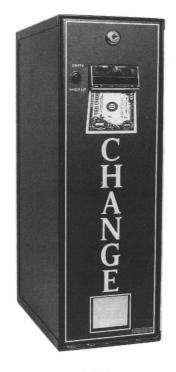
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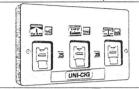
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March	5 Columbus, OH Rhodes Building, Ohio State Fairgrounds 17th Street & Clair Avenue Cellular: 614-271-7626 Reorder Tone Dial: 502-551-1866	12 Indianapolis, IN Our Land Pavilion Indiana State Fairgrounds Cellular: 317-432-7626 Reorder Tone Dial: 502-551-1866	17 thru 19 ACME Trade Show Chicago, IL • Not An Auction • Visit Us At Our Booth
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May	7 Houston, TX Ft. Bend County Fairgrounds, Bldg. 'C' Hwy 36 9/10 mile south of Hwy 59 (Rosenberg) Cellular: 713-824-7626 Reorder Tone Dial: 502-551-1866	21 Columbus, OH Rhodes Building, Ohio State Fairgrounds 17th Street & Clair Avenue Cellular: 614-271-7626 Reorder Tone Dial: 502-551-1866	
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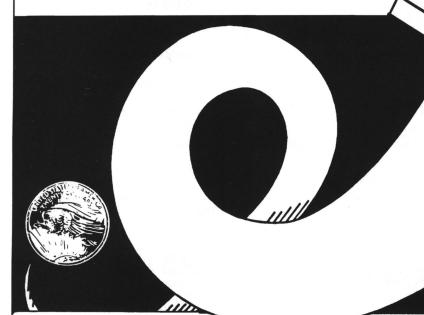
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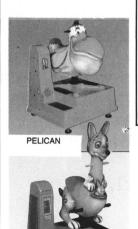
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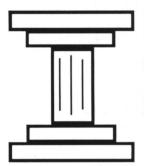
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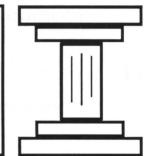
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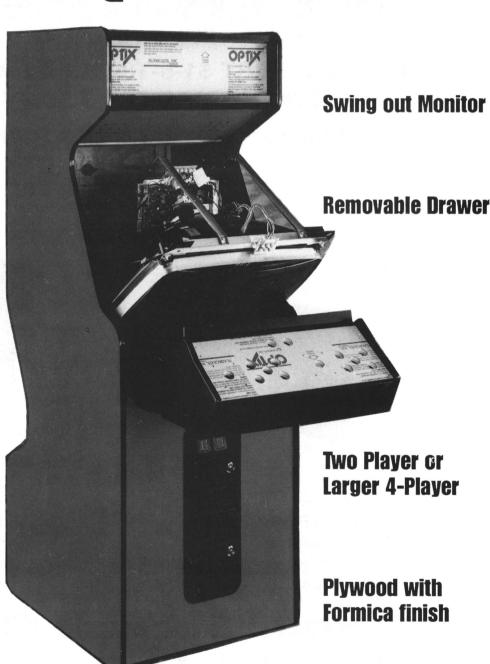
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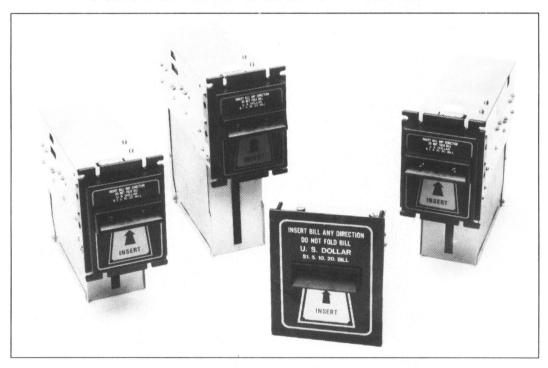
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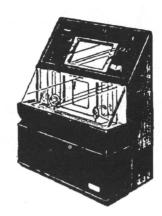
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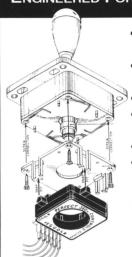
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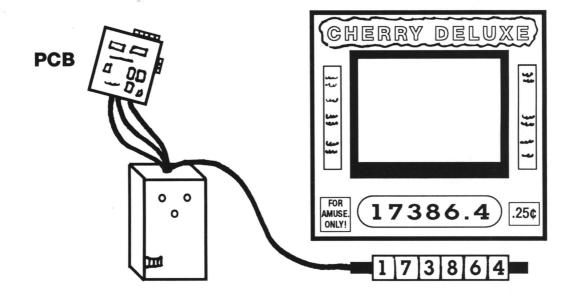
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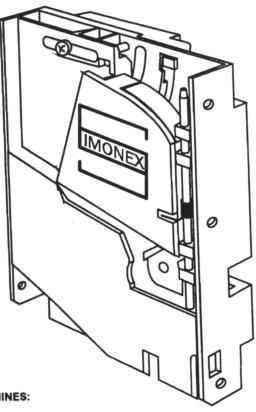
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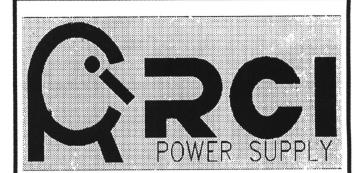
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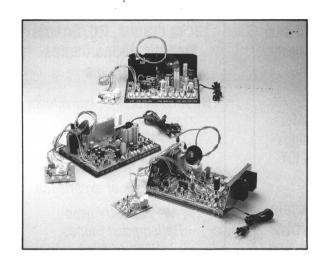


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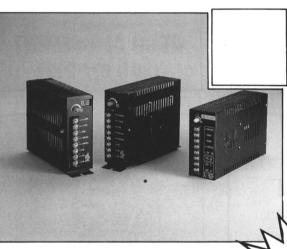
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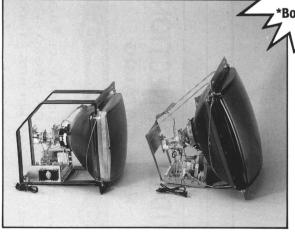


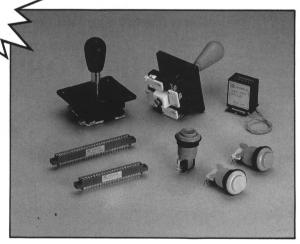
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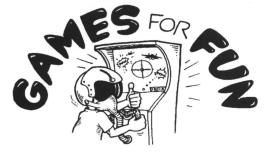
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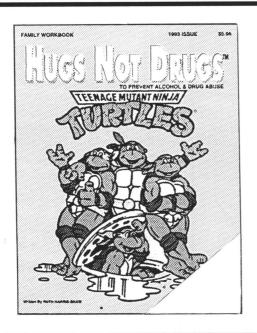
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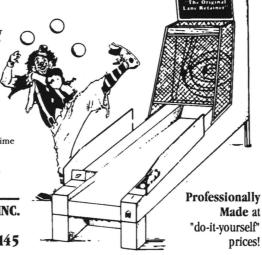
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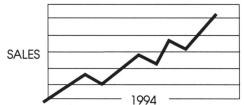
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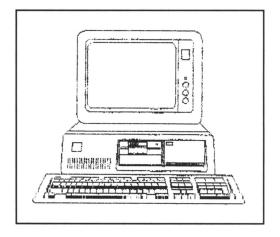


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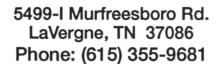
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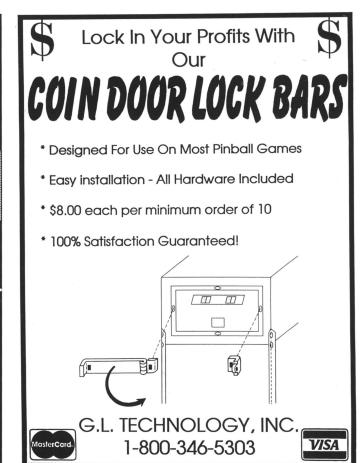
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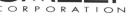




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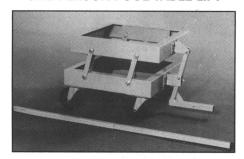
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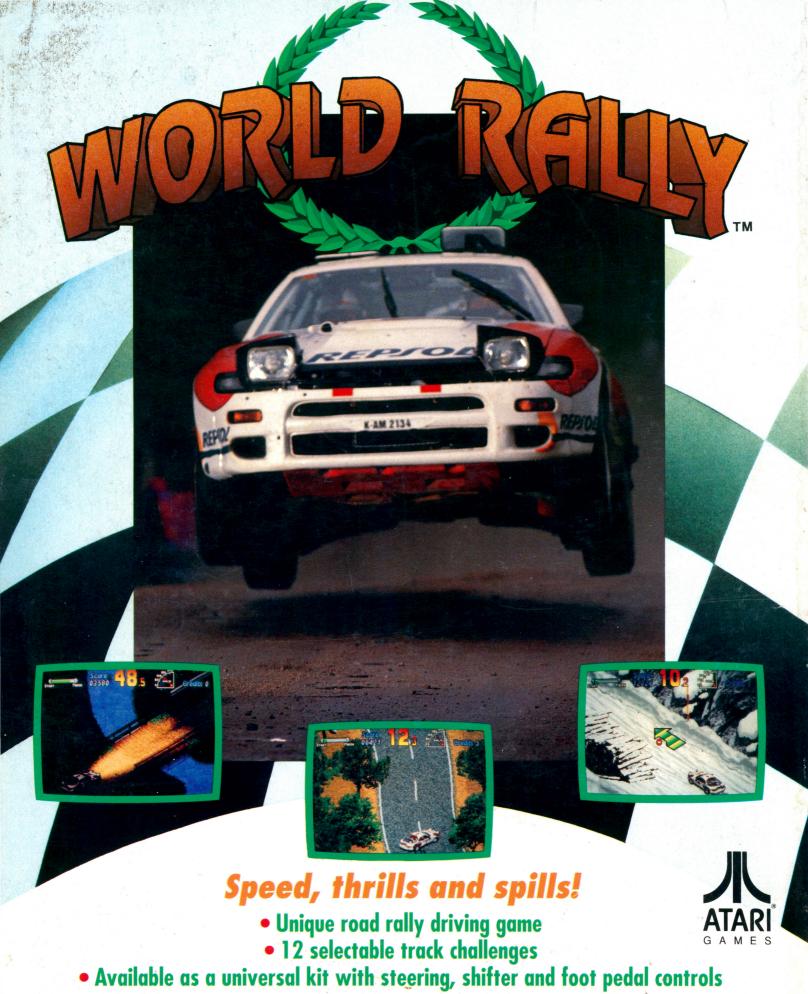
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